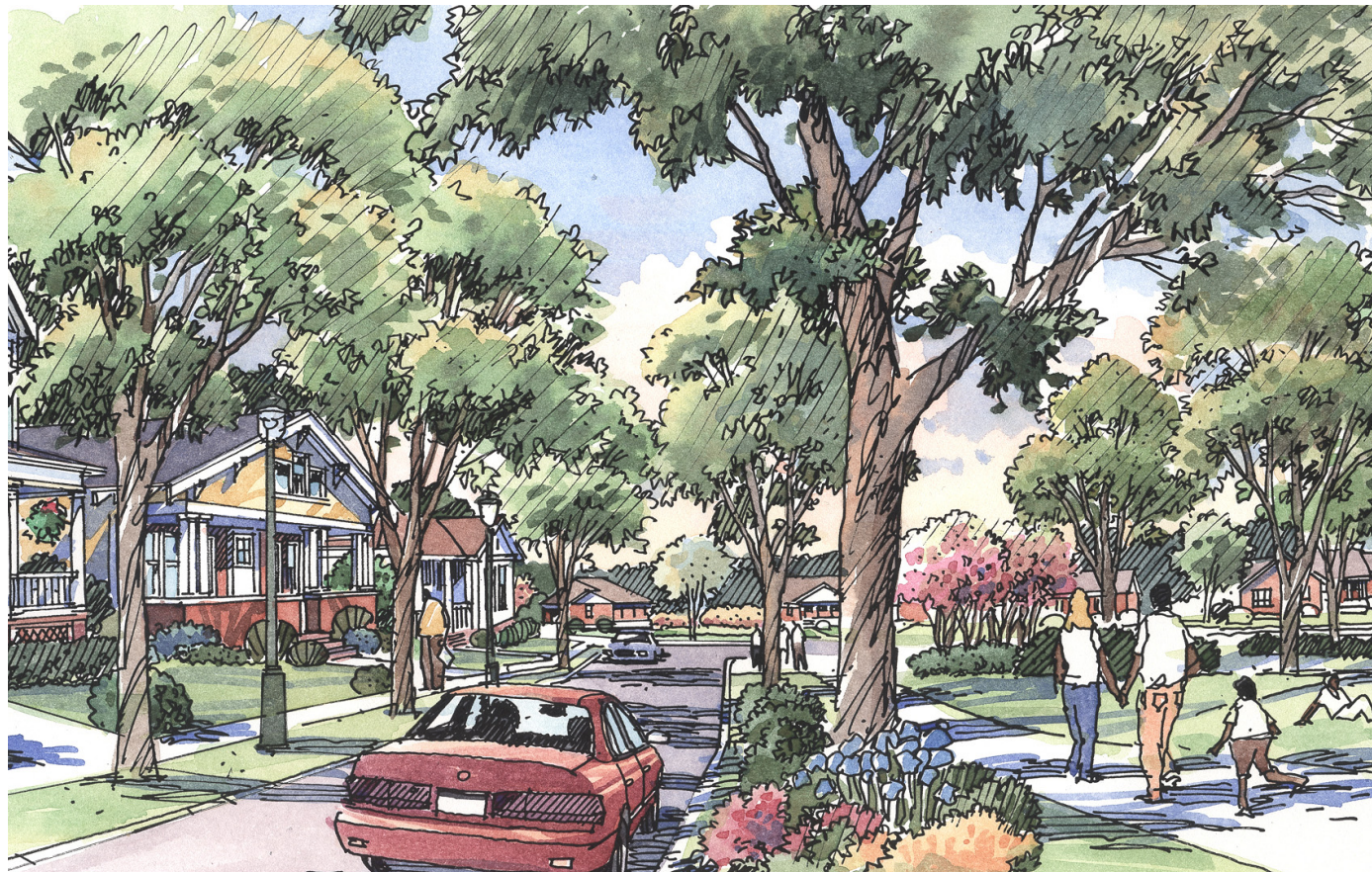


Ole Asheboro Redevelopment Plan

March 2004 Final Plan



Prepared for:

REDEVELOPMENT COMMISSION OF GREENSBORO, NC
CITY OF GREENSBORO, NC
OLE ASHEBORO PLANNING ADVISORY COMMITTEE

Prepared by:

URBAN DESIGN ASSOCIATES
Pittsburgh, Pennsylvania

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The Planning Process

In the Fall of 2002, Urban Design Associates (UDA) was commissioned by the Ole Asheboro Neighborhood Association and the City of Greensboro's Department of Housing and Community Development to create a revised Redevelopment Plan for the Ole Asheboro neighborhood. The purpose of this effort was to define strategic initiatives for the neighborhood as the primary focus of redevelopment efforts over the next several years.

The cornerstone of the Redevelopment Plan was an inclusive public design process guided by multiple points of view and expertise. Overall, the planning process consisted of three phases – Data Collection and Analysis, Development of Alternative Strategies, and Selection of a Preferred Plan.

Phase One: Data Collection & Analysis

The UDA team began the planning process with a two-day data gathering trip to Greensboro in February 2003. During this visit, the team met with the Ole Asheboro Planning Advisory Committee, conducted focus group meetings, interviewed stakeholders and residents, and held a public meeting. Through these meetings, participants created a composite set of diagrams illustrating the strengths and weaknesses of the neighborhood (shown on page A-2). In addition, the UDA team photographed the neighborhood and conducted site reconnaissance in order to become familiar with the region, the Ole Asheboro neighborhood, and their histories.

Phase Two: Development of Alternative Strategies

The majority of Phase Two occurred during a week-long design charrette held in the Ole Asheboro neighborhood. During the week, focus groups from Phase I reconvened, the Planning Advisory Committee met twice, and open houses were held. Concurrent with these meetings, the UDA team developed plans, tested ideas, and continuously revised and refined designs according to resident and other stakeholder comments. This phase of the process culminated in a public meeting at which the design alternatives for Ole Asheboro were presented and additional citizen input was obtained.

Phase Three: Selection of a Preferred Plan

Based upon feedback from the public meetings, the Planning Advisory Committee, City staff, and the UDA team prepared this Redevelopment Plan for review and comment. This Plan, upon adoption by the Redevelopment Commission and City Council, will become the blueprint for Ole Asheboro's development over the next ten years.

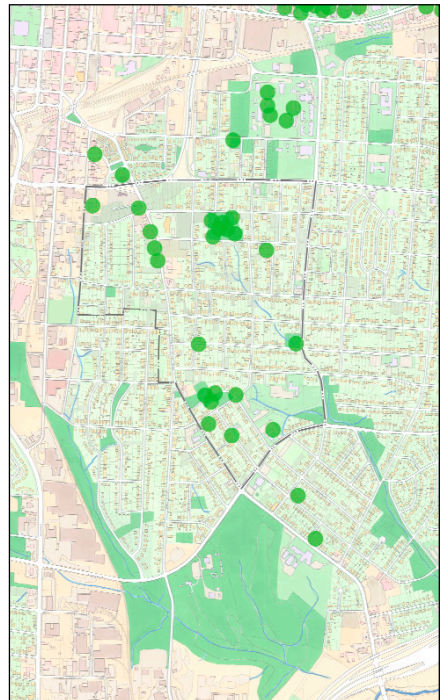
Ole Asheboro Planning Advisory Committee

- CW Brower
- Dorothy Brown
- Perry Coad
- James Cox
- Barbara Harris
- Ray Hobbs
- Anthony Jones
- Tanya Bynum-Kirby
- Odessa Oglesby
- Celestine Simmons
- Reverend William F. Wright

Focus Groups

- City staff
- Neighborhood churches
- Local developers
- Council members
- Downtown Greensboro, Inc.
- Local builders
- Local colleges
- Neighborhood businesses

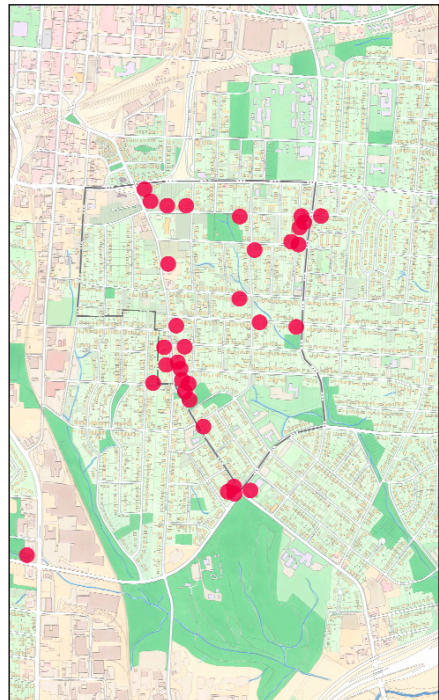
The Planning Process



Strengths
Composite map of strengths created by participants at the public meetings

Strengths

- Historic architectural character
- Knowing your neighbors
- Beautiful parks
- Churches in the neighborhood
- Beautiful trees
- Proximity to Downtown
- Front porches
- Large backyards and front yards
- Many different size parks
- Cooperation in the community
- Diverse housing stock
- Neighbors looking out for each other
- Sense of community
- Access to public transportation on Martin Luther King, Jr. Drive and Julian and Bennett Streets
- Connections to the entire City and to jobs



Weaknesses
Composite map of weaknesses created by participants at the public meetings

Weaknesses

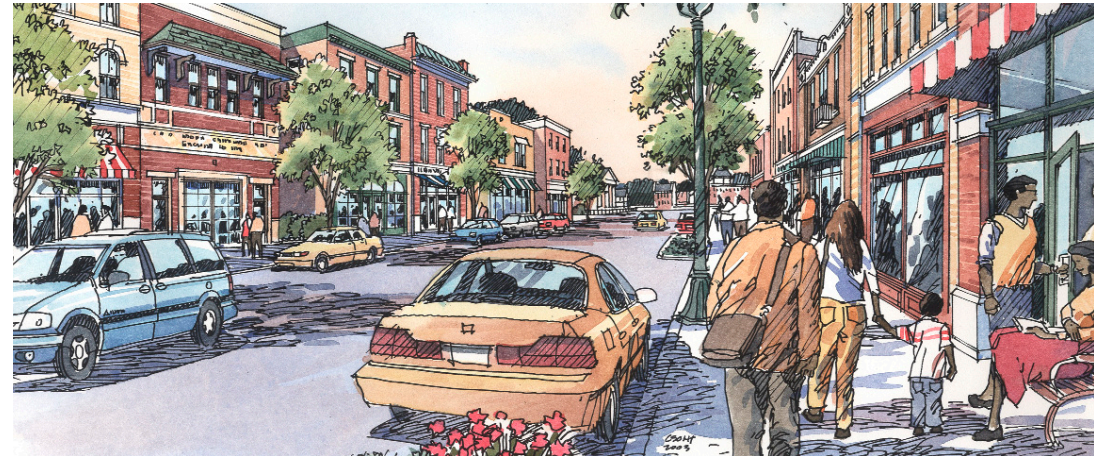
- Lack of City attention to Ole Asheboro
- Prostitution
- Lack of code enforcement
- Poor side-street lighting
- Vacant and boarded-up properties
- Drug houses
- Absentee landlords
- Poorly maintained parks
- Abandoned houses, some belonging to the City
- Rooming houses and older carved-up single-family homes
- Wide houses on narrow lots force cars to be parked in front yards
- Abandoned vehicles
- Vacant lots become hiding spaces
- City land banking
- Lack of neighborhood businesses



Strengths & Weaknesses



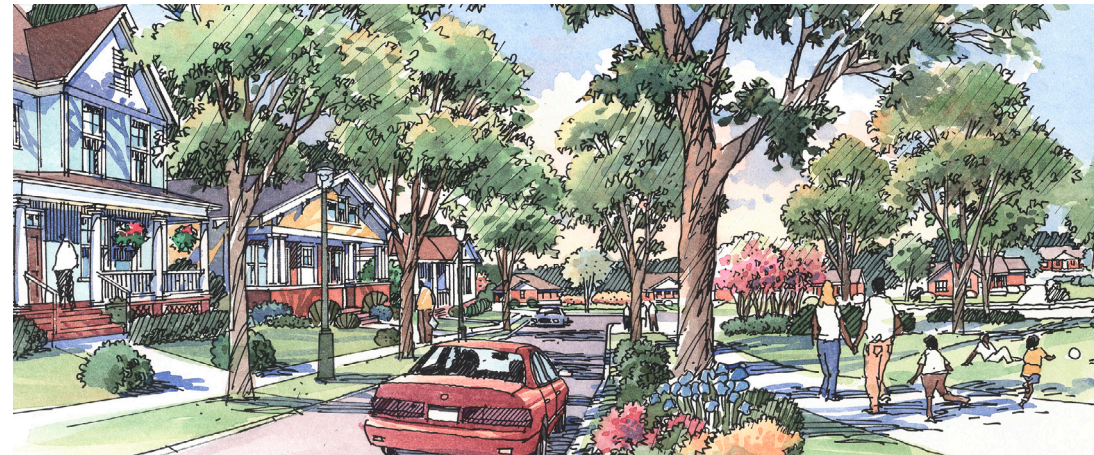
Martin Luther King, Jr. Drive today



Martin Luther King, Jr. Drive tomorrow



Dorothy Brown Park today



Dorothy Brown Park tomorrow

Visions

Throughout the first phase of the project, the UDA team solicited visions for the future of Ole Asheboro from the Planning Advisory Committee, residents, and stakeholders. Articulating the desired future of the neighborhood was the first step in developing a consensus plan. Aspirations for the neighborhood include:

- Infrastructure improvements
- Funding/lending made available for housing renovations
- Phasing that makes revitalization manageable and affordable
- All property brought up to standards
- Introducing trails and equipment to the parks; improving safety and linkages
- Walkable neighborhood
- Neighbors sitting on porches like it used to be
- Drug-free neighborhood
- Churches in partnership with the community
- Better schools
- Eliminating prostitution
- More citizens and eyes on the street
- Redeveloping City-owned properties
- Signage controlling truck traffic
- Sidewalks throughout the neighborhood
- Reducing number of absentee landlords

Visions

OVER THE PAST 20 YEARS, the City of Greensboro and the Redevelopment Commission of Greensboro have acquired approximately 70 properties throughout the Ole Asheboro neighborhood. However, redevelopment efforts have stalled due to a lack of clear direction and neighborhood consensus. The over-arching purpose of this Plan is to develop a strategy for disposition of these properties in a manner that supports the stakeholders' overall vision for the neighborhood. To this end, the Plan seeks to accomplish five goals.

Goal 1: Develop well-defined and implementable initiatives throughout Ole Asheboro

Now that a critical mass of property has been acquired, there is consensus to develop a coherent plan for redevelopment of both City-owned property and privately-owned property. Redevelopment has not moved forward because the neighborhood lacks a set of clearly identified and implementable initiatives. An implementable initiative is one that has community consensus, is physically feasible, and is marketable. To this end, the Plan defines tiers of initiatives for the neighborhood defined by focus and timing, ranging from Priority Initiatives to Neighborhood and Infill Initiatives to related private development possibilities within and immediately surrounding Ole Asheboro. The initiatives are mutually supportive – one makes the others stronger – but they are not dependent on one another. They can be implemented individually and on separate timetables.

Goal 2: Provide for a diverse scale of development opportunities

The redevelopment of the Ole Asheboro neighborhood provides an opportunity for both small, local builders and larger, regional developers to participate. A wide variety of developers and organizations will broaden the mix of housing and commercial products available to the private market. Similarly, broadening the variety of development opportunities will assure the benefits of economic development are spread throughout the community and not held

by any single entity. The Plan therefore creates development opportunities at many scales for a variety of developers and organizations to exercise their capacity and potential.

Goal 3: Create acceptable, integrated commercial and residential patterns

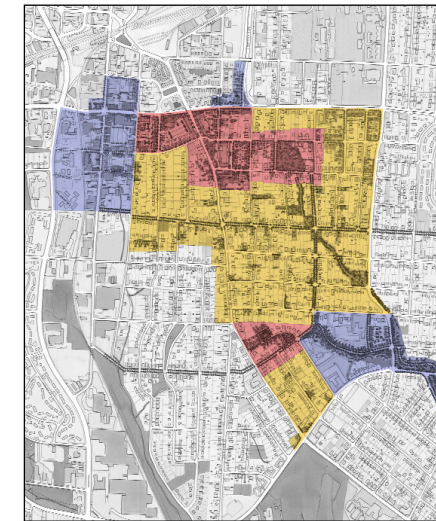
Throughout the public process, residents spoke passionately about both the strong residential character of the community and the lack of commercial services. Decades ago, the neighborhood was well-served by commercial services located along Martin Luther King, Jr. Drive. Today, only a few services and retail establishments remain, some of which are nuisances to the residents and centers of criminal activity. This Plan recommends restoring commercial services to the community in a manner that maintains the strong residential character of the neighborhoods in Greensboro. Guidelines are provided to assure the pattern of new commercial buildings enhances the essential qualities of Ole Asheboro.

Goal 4: Link the community to surrounding assets, including the institutions, the natural systems, and Downtown Greensboro

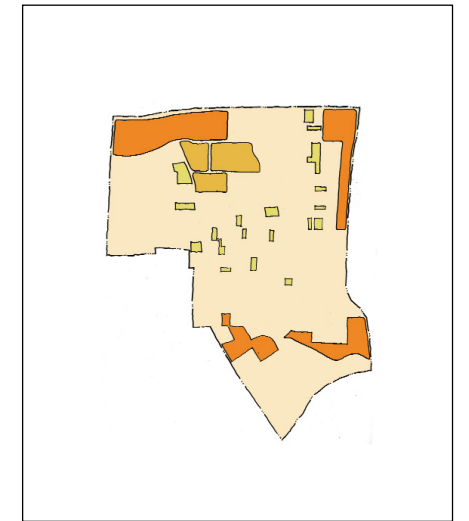
Despite its central location, Ole Asheboro is not particularly well connected to nearby surrounding assets. Greensboro benefits from a strong downtown, various universities and research institutions, an emerging arts district, and the defining landscape of Buffalo Creek and its tributaries. The initiatives in the Plan should build upon these strengths by making as many connections to these assets as possible.

Goal 5: Develop guidelines for developers, residents, and builders to implement the vision of the neighborhood

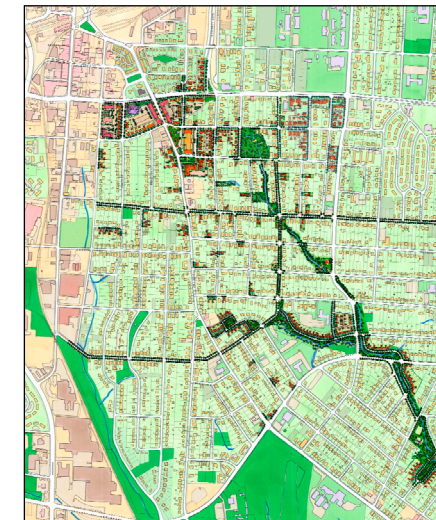
This Plan articulates a vision for the community. It is not a specific development proposal. The Plan will act as a policy document for the Ole Asheboro neighborhood and the Redevelopment Commission as they solicit development proposals in the future. The Plan will also provide a set of guidelines by which development proposals can be evaluated.



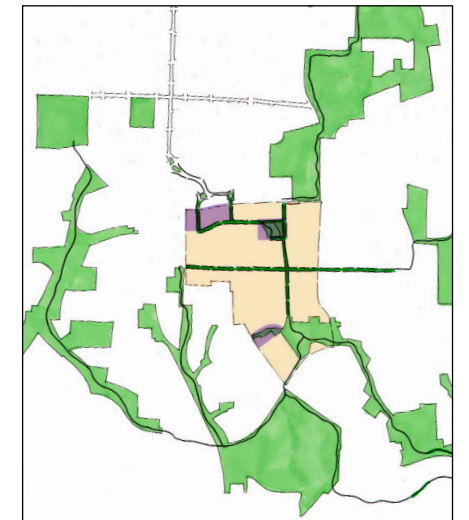
Goal 1
Develop well-defined and implementable initiatives throughout Ole Asheboro



Goal 2
Provide for a diverse scale of development opportunities



Goal 3
Create acceptable, integrated commercial and residential patterns



Goal 4
Link the community to surrounding assets, including institutions, natural systems, and Downtown Greensboro

Goals & Design Principles

Urban Design & Development Principles

The Redevelopment Plan is intended to establish a framework for ongoing public and private investment. This framework is derived from a series of design principles which were developed in collaboration with the neighborhood stakeholders and the Redevelopment Commission. Together, the framework and principles are meant to guide development, regardless of the project size, uses, or location. The Plan establishes eight principles for any redevelopment. Maintaining these principles will, over time, promote the quality and integrity of the neighborhood. These principles, combined with the more detailed design guidelines set forth in Sections C and D reflect the key elements and criteria for creating addresses within the neighborhood that reinforce the essential character of Ole Asheboro.

Principle 1

The essential neighborhood character should be defined by the diversity of historic architectural styles, the scale of houses, and the character of the street.

Principle 2

Streets should have continuous building frontage with parking located at the rear of the lot or behind buildings. Front yards should be a hallmark of Ole Asheboro houses.

Principle 3

Martin Luther King, Jr. Drive should have buildings of multiple scales. The character of the street should transition from historically appropriate, large, single-family houses in the south to more attached, mixed-use buildings towards the north and Downtown.

Principle 4

In order to create safe and accessible parks, public open spaces such as Dorothy Brown Parks, should be bound on all sides by public streets and fronts of houses. The front facade of houses should become a high quality edge to the park.

Principle 5

The historic character of Ole Asheboro's houses should be upheld through both appropriate and sensitive rehabilitation of existing houses.

Principle 6

Recreational and pedestrian connections should unify the neighborhood's parks as well as connect them to city-wide and regional open space amenities and institutions.

Principle 7

Basic streetscape infrastructure of sidewalks and pedestrian-scaled lighting should be installed where possible in Ole Asheboro.

Principle 8

In order to improve the image of the neighborhood, particular attention should be given to improving the edges of and entrances into Ole Asheboro. In particular, the Bennett Street and Lee Street corridors, as well as the interchange at Martin Luther King, Jr. Drive and Lee Street should be the focus of redevelopment and infrastructure improvements.



Principle 1: Neighborhood Architecture

Ole Asheboro presents a wide variety of high quality architectural precedents. These precedents should be a model for future development in the neighborhood.



Principle 4: Neighborhood Housing and Parks

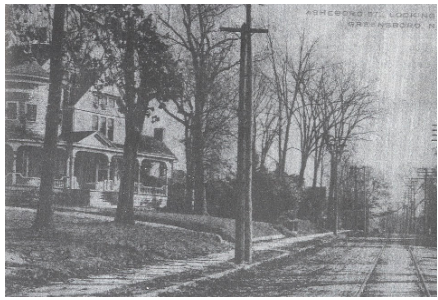
Greensboro's most successful parks are defined by public streets and high quality homes that front open space. Fisher Park exemplifies this relationship.



Principle 7: Sidewalks

Much of Ole Asheboro is lacking basic urban infrastructure. The image above illustrates those streets with sidewalks and landscaping (solid red lines) and those with sidewalks and no landscaping (dashed red lines).

Goals & Design Principles



Photographs of the historic neighborhood



Map of Ole Asheboro circa 1919



Aerial drawing of Greensboro in 1892

GREENSBORO WAS SETTLED ALONG A RIDGE of one of North Carolina's many rolling hills. The linear ridge defines the watershed of Buffalo Creek to the south. This ridge eventually became a primary east-west route for rail and roads as it connected Greensboro to cities both east and west. Asheboro Street (now, Martin Luther King, Jr. Drive) was planned along this continuous ridge as it extended southeast from Downtown Greensboro, connecting the Downtown with "South Greensboro" and beyond. Between 1870 and 1910, investors purchased farmsteads in Ole Asheboro and began subdividing them for neighborhood housing. In 1902, as the Ole Asheboro neighborhood was one of the most prestigious neighborhoods in the city, trolley service was introduced to "South Greensboro" along Asheboro Street.

Ole Asheboro was home to many important citizens responsible for Greensboro's early growth. Many of the City's most respected judges, merchants, politicians, and entrepreneurs lived in the neighborhood. The result was a remarkable collection of high-style residential architecture and civic buildings. Later in the century, this tradition continued as grand single-family houses of varying styles defined Asheboro Street. Behind Asheboro Street, a mix of well-built, middle-class and upper-middle-class homes were constructed. The neighborhood grew up as a prestigious, yet economically diverse community.

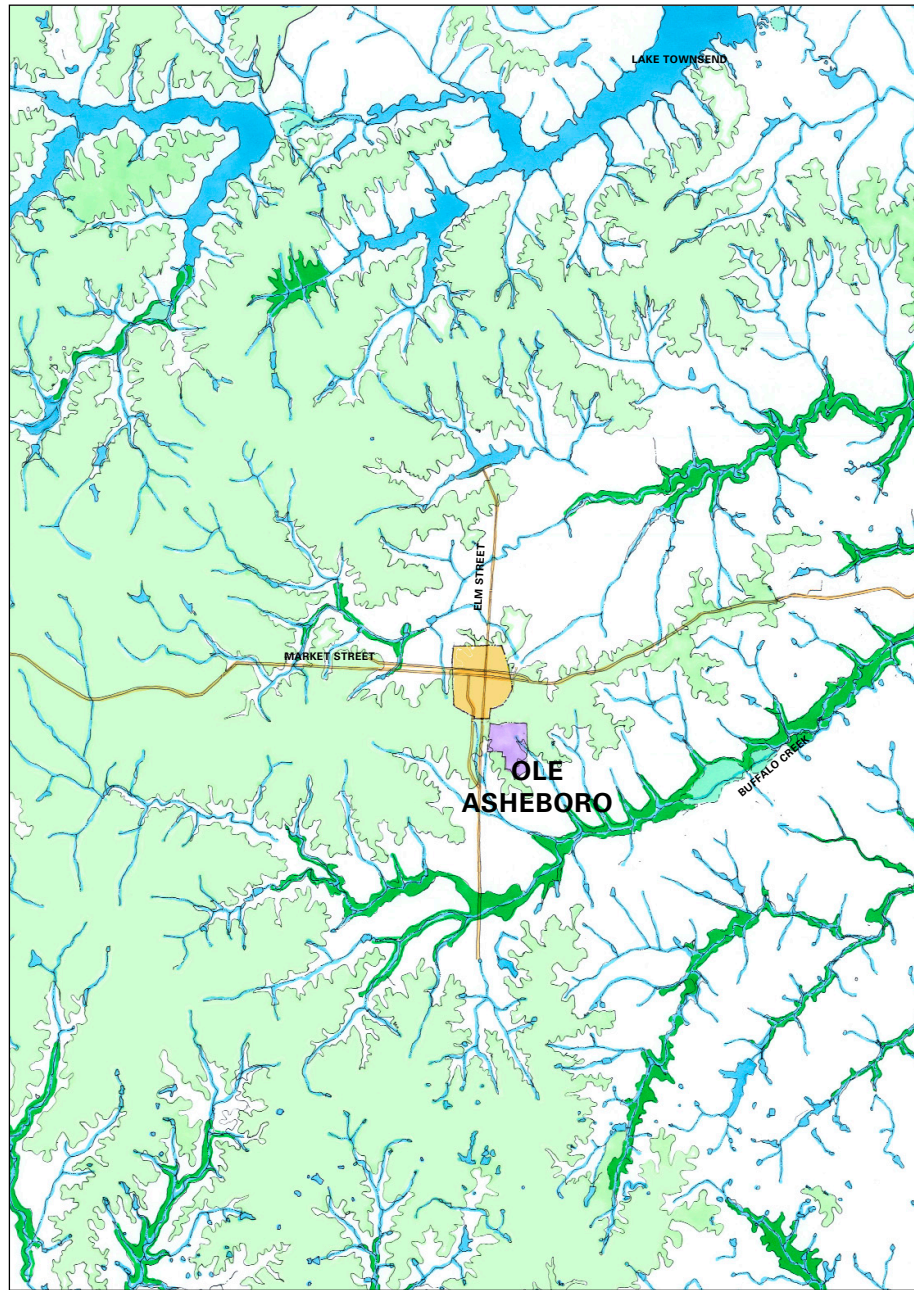
Throughout the first half of the 20th century, the intersections of Lee and Asheboro Street and Bragg and Asheboro Street were vibrant commercial centers. These commercial centers, combined with neighborhood housing and plentiful employment opportunities in the surrounding industrial yards, made Ole Asheboro a healthy, functioning, and economically diverse community.

After World War II, due in large part to the decline of rail and the rise of the automobile, the neighborhood slowly declined. Infrastructure investments

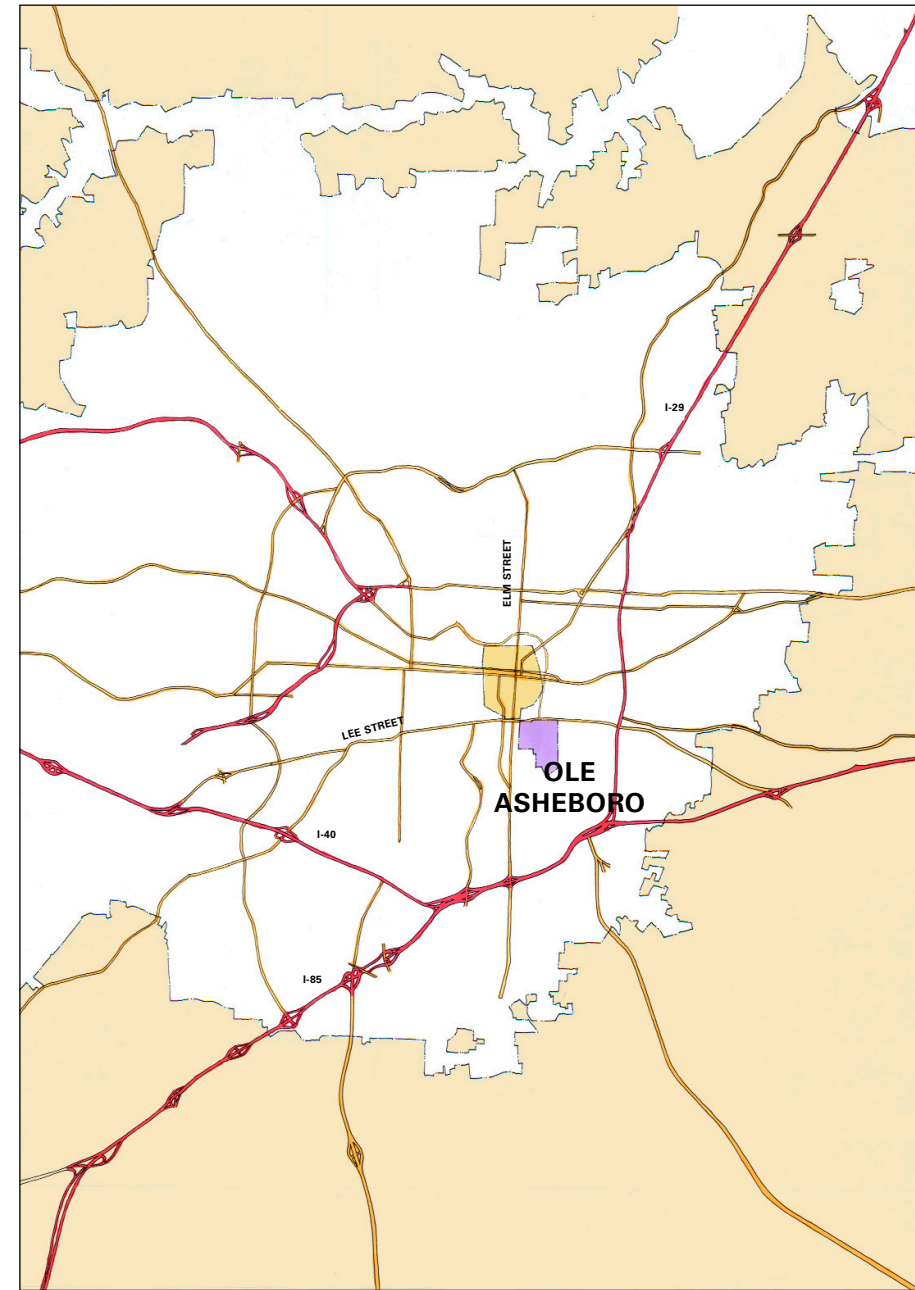
to accommodate autos and trucks on Lee Street, Murrow Boulevard, and Martin Luther King, Jr. Drive destroyed important landmarks and eroded the quality of life in Ole Asheboro. Urban Renewal Programs in surrounding neighborhoods created an influx of low-income residents. Highway investments in the region created cheap land and more desirable investment opportunities for both commercial and residential development outside the neighborhood. The result was a decline in the housing stock of Ole Asheboro, the employment base of the industrial yards, and the commercial viability of the neighborhood shopping areas. By 1970, Ole Asheboro was a shadow of its former self with minimal access to living wage jobs, declining City services, disinvestment in homes, and almost no daily services or retail opportunities within a half-mile walking distance of the community.

Declared a Community Development Block Grant "target area" in 1979, the City of Greensboro and the Redevelopment Commission have accumulated a substantial amount of property throughout the neighborhood. Over the past two decades, the neighborhood has experienced selected instances of redevelopment, while in other areas the housing stock continues to decline. However, there have been two significant investments just across Lee Street, adjacent to the northern edge of the neighborhood. Over the past few years, Elm Street revitalization efforts have extended south from Downtown to Lee Street, creating a new district of creative arts-based retailers. In addition, directly north of Ole Asheboro, the Southside redevelopment effort presents an exciting new pattern of development at Ole Asheboro's front door. With ample vacant land, an active community organization, and high quality but under-appreciated housing stock, Ole Asheboro is finally well positioned to attract a range of development opportunities.

History of Ole Asheboro



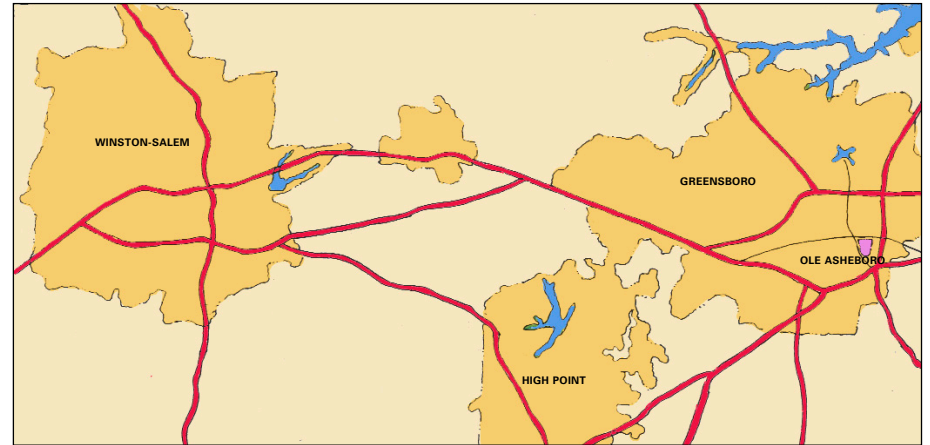
Natural Features
The Greensboro Region is marked by rolling hills and winding stream beds. The City was settled along a ridge line that provided navigable land for the railroads.



Highways
Greensboro is encircled by freeways. Ole Asheboro is located directly adjacent to Downtown and along Lee Street, a major east-west arterial with freeway access at its ends.

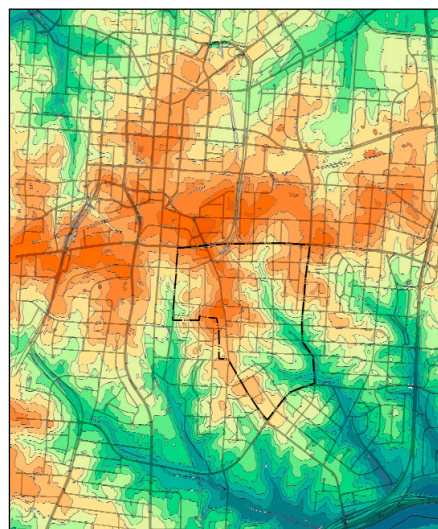
DURING THE FIRST PHASE of the project, the Master Plan team prepared a series of analysis drawings called UDA X-Rays®. The X-Rays inform the team by highlighting physical patterns in the study area and also serve as a reminder to residents and stakeholders of their City's assets and natural features. An X-Ray drawing isolates one physical element or category of land use at a time to illustrate patterns and opportunities difficult to perceive when combined with other uses and elements. By studying the layers of natural and man-made systems, urban designers can unveil the underlying patterns, problems, and opportunities of a given site. Often, from these natural, historic, and development patterns, the beginnings of design strategies and solutions emerge.

UDA X-Rays® are drawn at several scales. By examining the site within the context of the region, city, and immediate study area, one can begin to see the physical forces that impact and influence it. In the case of Ole Asheboro, the X-Ray drawings at the regional scale illustrate the City's strategic location within the Triad, while X-Rays at the site scale depict the immediate patterns of the built and natural landscape within the boundaries of the City.



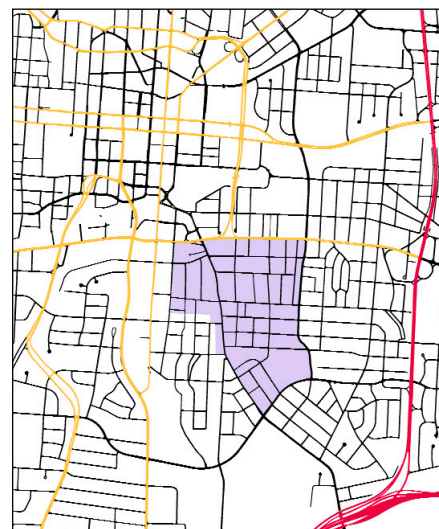
The Triad
Greensboro is one of three cities that comprise the Triad. Most growth in the region has been towards the center of the Triad area. Ole Asheboro is proximate to the center of Greensboro, but is located at the eastern edge of the region.

Site Analysis - Regional X-Rays



Topography

Fingers of southwest Buffalo Creek reach into the Ole Asheboro neighborhood, creating a landscape of rolling hills and winding streams. Martin Luther King, Jr. Drive follows a ridge line from Downtown.



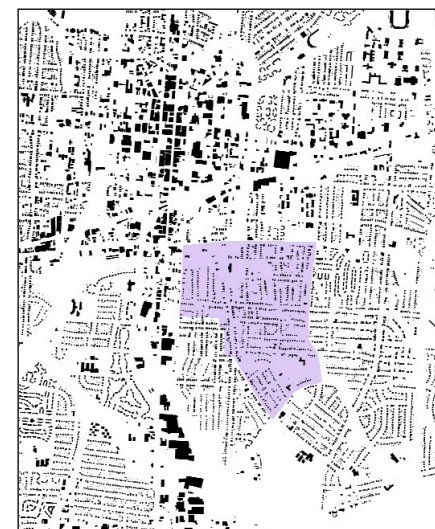
Streets

The irregular subdivision of farmsteads created a discontinuous grid of neighborhood streets and blocks.



Connectivity

The neighborhood connects to others via its "edge" streets. Very few of the interior streets extend from one side of the neighborhood to the other. Ole Asheboro's connectivity relies upon arterial roads.



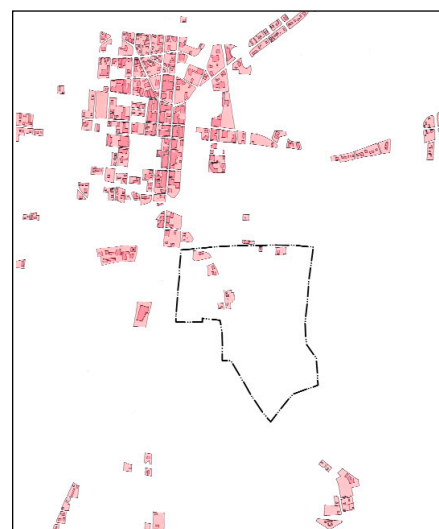
Buildings

The predominant housing stock of Ole Asheboro stands in contrast to larger buildings in Downtown and along the industrial corridors.



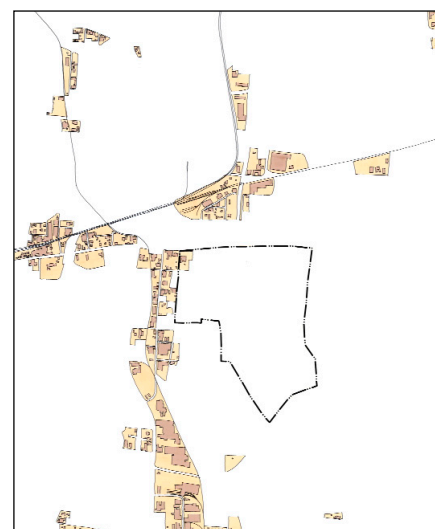
Residential Settlement

Ole Asheboro is part of a larger contiguous community extending several miles to the south and east of Downtown Greensboro.



Commercial

Downtown Greensboro is the region's center for commercial and office space. Remnants of former commercial corridors extend from Downtown.



Industry

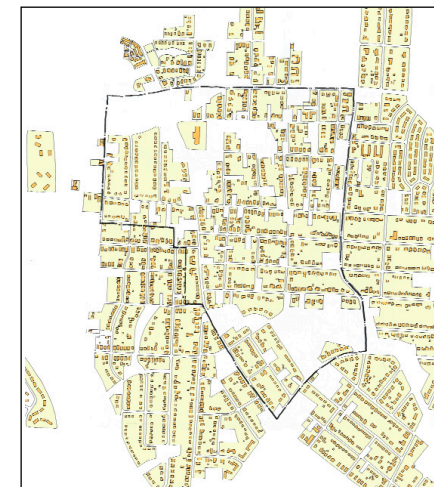
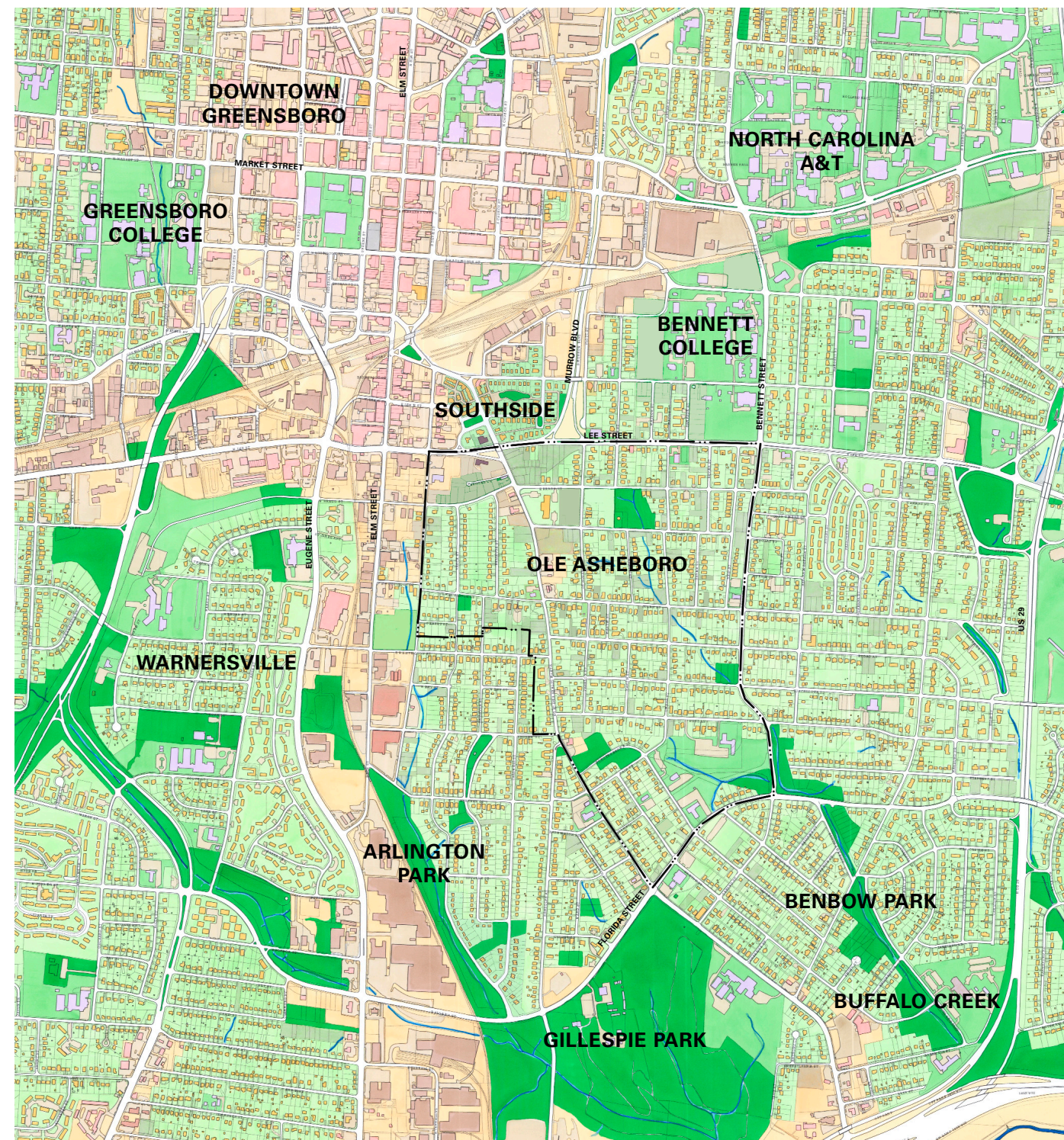
The Elm and Eugene Streets industrial corridor, once a strong employment base, now creates an edge to the neighborhood, separating it from neighborhoods to the west.



Institutions, Parks, and Open Space

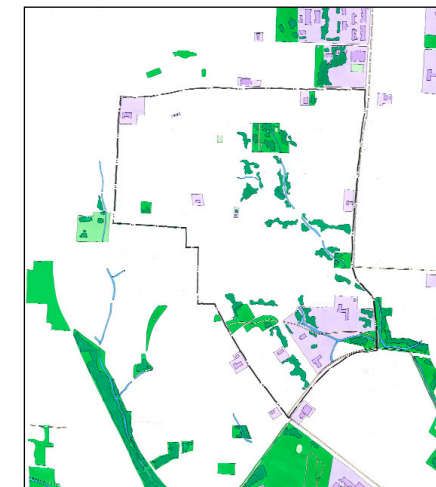
The natural features and adjacent institutions create opportunities for connected open spaces.

Site Analysis - City X-Rays



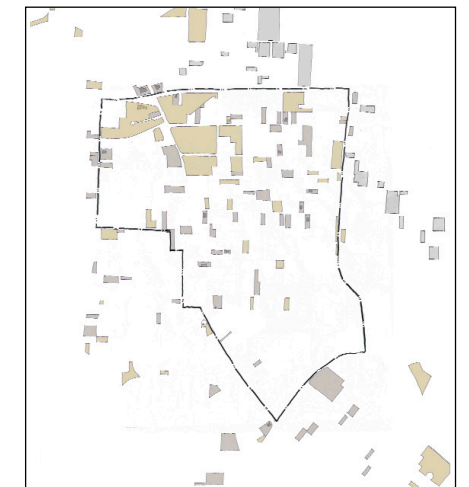
Residential Patterns

Historic land subdivision patterns have created a variety of house and lot sizes. The core of the neighborhood is relatively intact with few vacancies and smaller blocks and lots. Newer subdivisions, such as Asheboro Square and The Village at Arlington Park, create a new pattern of small houses on larger lots.



Parks, Institutions, and Open Space

The parks of Ole Asheboro are connected by tributaries of Buffalo Creek that are located in the backyards of private residences. They are part of a larger ecosystem that connects and defines the entire region. Douglas Park surrounds the headwaters of one of the tributaries to Buffalo Creek.



Vacancy

Vacant property is especially scattered throughout the north side of the neighborhood. The quantity of vacant property creates opportunities for a range of residential development. Most vacant property is owned either by the City or the Redevelopment Commission (shown in brown).

Portrait Map of Ole Asheboro and Surrounds

Located directly south of Downtown and proximate to major institutions and regional open space, Ole Asheboro has the components to re-establish itself as a desirable in-town neighborhood.

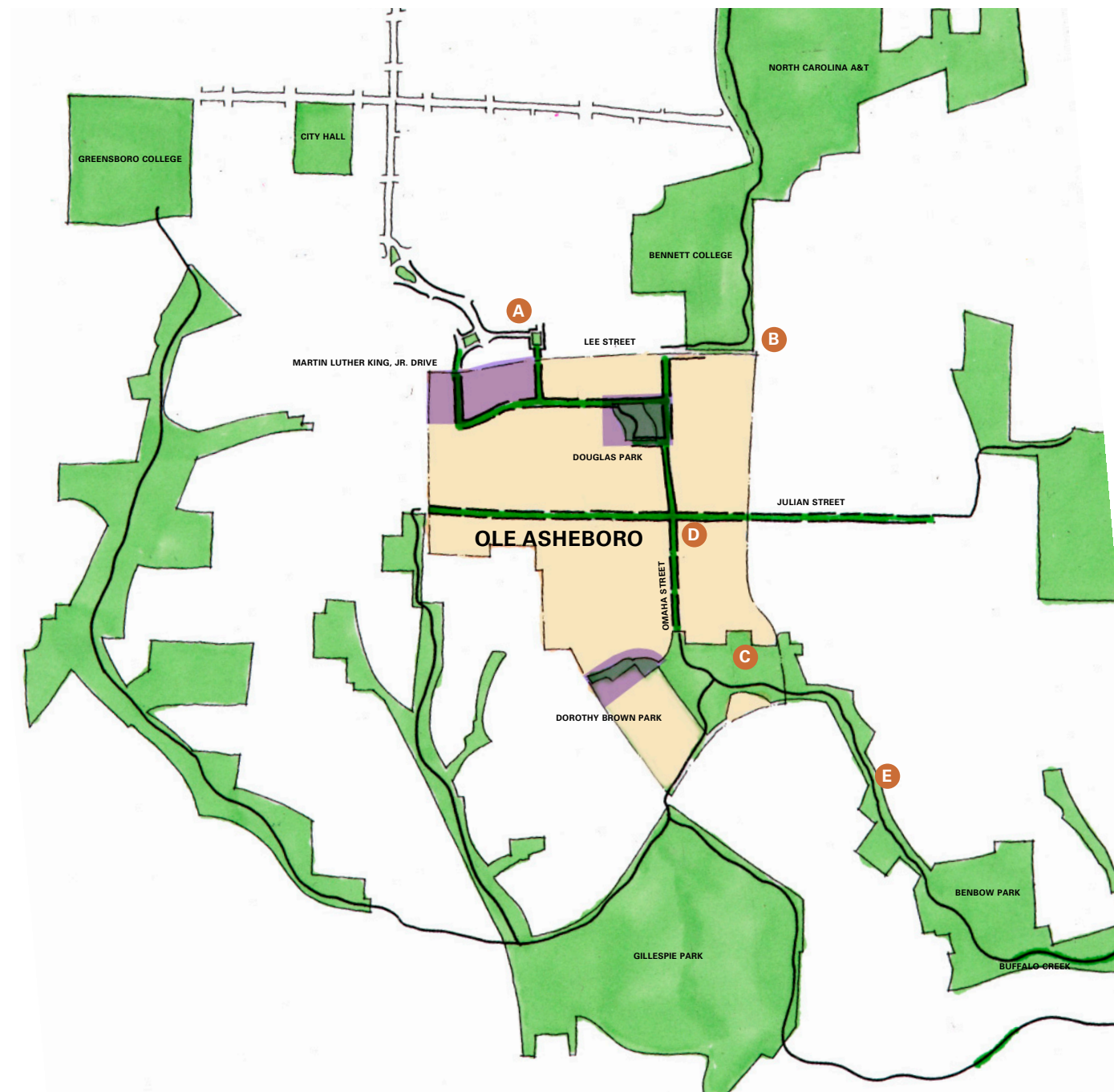
Site Analysis - Neighborhood X-Rays

Frameworks

THE HEALTH AND SUCCESS OF ANY NEIGHBORHOOD lies in its connections to the surrounding communities and overall City. As one of the closest neighborhoods to Downtown Greensboro, as well as being located north of an important element of the region's natural environment, Ole Asheboro is strategically located and poised to connect to a range of amenities. The public open space and parks of Ole Asheboro provide opportunities to stitch together some of Greensboro's finest assets.

As tributaries of Buffalo Creek run through the neighborhood, a system of defined public open space, trails, and sidewalks can be made to link both Gillespie and Benbow Parks through Ole Asheboro via a revitalized streambed. The "greening" of Omaha Street to Bennett College and North Carolina A & T, as well as the Southside neighborhood and Downtown beyond, provides an intra-neighborhood greenway. An armature of public open space and a hierarchy of streets also connects neighborhood community spaces such as Dorothy Brown Park, Douglas Park, and new development opportunities in these areas, as well as the vacant blocks and parcels at Nettie Coad Apartments, and along Martin Luther King, Jr. Drive and Lee Street.

A delineation of public space, as well as main neighborhood streets, provides both an identity for Ole Asheboro and connections to the greater community. These in turn present many opportunities for both residential and economic development. Such development opportunities are a goal of this Redevelopment Plan which builds upon Ole Asheboro's historic character as a strong, urban neighborhood.



Regional Connections

A new neighborhood framework of public open space will connect Ole Asheboro to the amenities of the region.

Key Elements of the Frameworks

- A** New streets that connect to Southside and create urban-scaled blocks
- B** Improved Lee Street
- C** Restored and revegetated streambed
- D** New sidewalks and street lighting along Julian and Omaha Streets
- E** New Park Drive connecting Dorothy Brown Park to Benbow Park

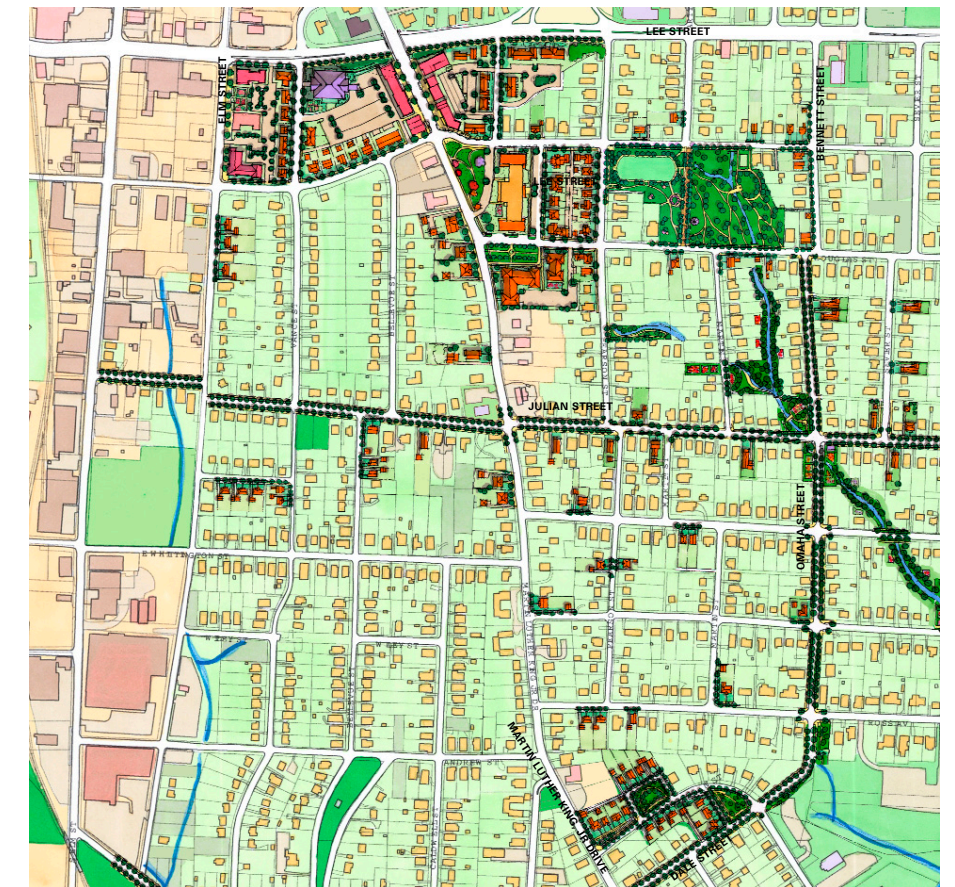
Frameworks



Aerial perspective

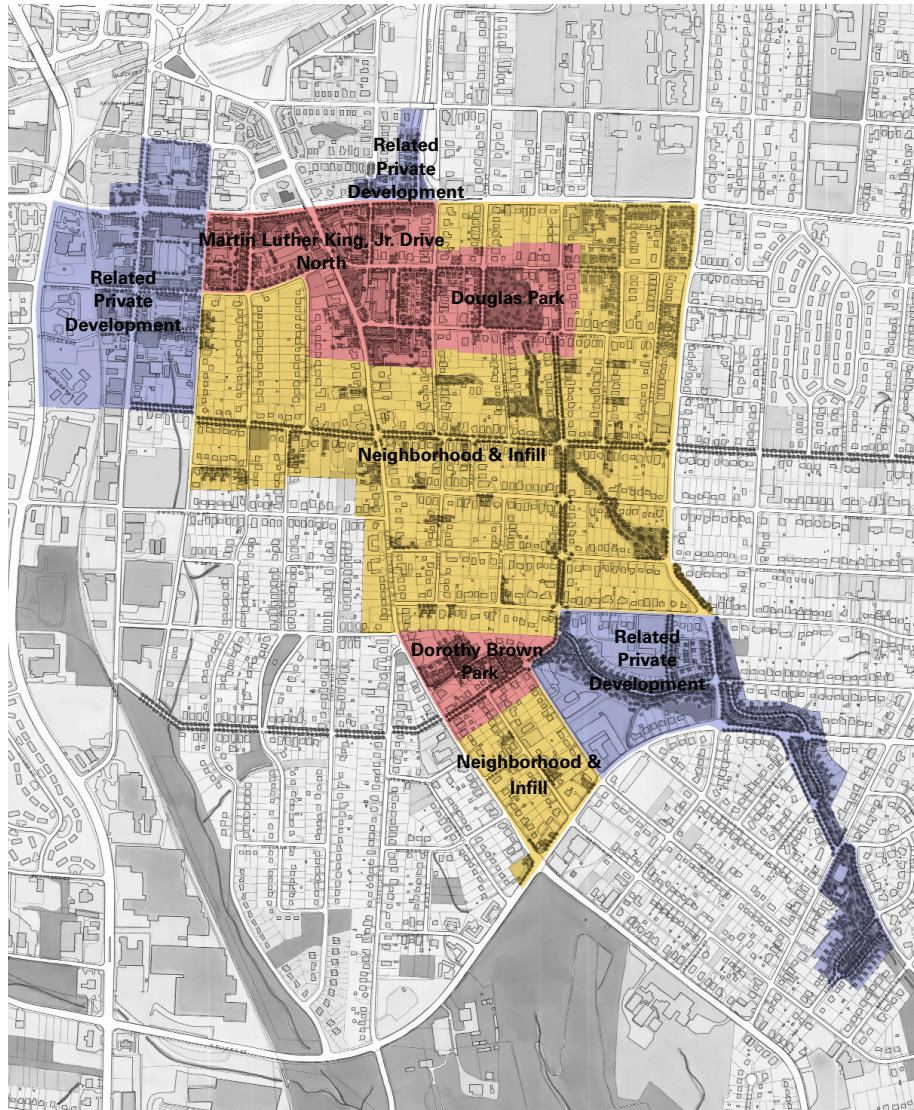
Key Elements of the Plan

- A** New mixed-use development at Lee Street and along Martin Luther King, Jr. Drive
- B** Improved Dorothy Brown Park and associated housing development
- C** Improved Douglas Park
- D** A neighborhood-wide infill strategy to reclaim vacant lots and local streets at the scale of both the lot and the block
- E** New sidewalks and tree plantings on Omaha Street and Julian Street
- F** Restored and revegetated streambed with adjacent urban gardens



Illustrative plan

Illustrative Master Plan



The Redevelopment Plan

THE REDEVELOPMENT PLAN calls for the continued revitalization of Ole Asheboro with three levels of core recommendations for the neighborhood, its immediate surrounds, and linkages to the region. Three types of initiatives have been defined, varying in intensity and scope. The initiatives work together to contribute to a sound, overall blueprint for Ole Asheboro. The three types of initiatives, as defined in this document, are Priority Initiatives, Neighborhood and Infill Initiatives, and Related Private Development.

Priority Initiatives are those major action items endorsed by the residents of Ole Asheboro and fellow stakeholders that provide a wide range of new development and redevelopment opportunities for a variety of developers, large and small. As any initiative will require, Priority Initiatives rely on partnerships between public agencies and private landowners. The affected parcels consist largely but not entirely of vacant land assembled by the Redevelopment Commission to take on larger efforts.

Neighborhood and Infill Initiatives can be implemented with smaller assemblages of property and infrastructure. Such initiatives rely greatly upon partnerships and phasing strategies that restitch areas of the neighborhood, such as the Bennett and Reid Streets Corridors and the other sundry infill opportunities scattered throughout Ole Asheboro. The improvement of public open space and streetscape, such as the introduction or improvement of sidewalks and street lighting lie within this category.

Further opportunities, referred to as Related Possibilities, consist of private developments, construction efforts just outside the boundaries of Ole Asheboro, or parcels of land owned by larger institutions within the community. These Related Possibilities will serve to strengthen Ole Asheboro's relationship to the region. Ranging from the re-thinking of Murrow Boulevard to pursuing trail and street connections from Dorothy Brown Park to Benbow Park, all of these ideas couple public improvements with opportunities for private investment and development.

The Redevelopment Plan



Priority Initiatives

Priority Initiatives

PRIORITY INITIATIVES ARE THE PRIMARY recommendations meant to plan the largest parcels of vacant land owned by the Redevelopment Commission that are ready for new construction projects. Developed through much neighborhood participation and input, these design initiatives present valuable opportunities aimed at capitalizing upon many of Ole Asheboro's existing, yet latent strengths. Three Priority Initiatives offer important opportunities for creating sizeable residential and economic development, strengthening and celebrating neighborhood amenities, and forming gateways to and from the greater City.

Martin Luther King, Jr. North

The Martin Luther King, Jr. Drive North initiative is designed to create appropriate land use and infrastructure patterns for the northeast entrance into Ole Asheboro. The Plan calls for vacant land to be subdivided into cohesive, urban blocks, creating mixed-use development parcels. This series of new development opportunities is illustrated within this section in order to set forth design guidelines and principles developed during the planning process.

Dorothy Brown Park

A focus of redevelopment in the southern portion of Ole Asheboro is anchored by new housing opportunities surrounding Dorothy Brown Park. Currently, the Park provides needed recreation space for the neighborhood but is unprogrammed and disorganized. The Plan leverages Park improvements through the introduction of housing development that will define Park spaces. Therefore, the Plan reconfigures two well-scaled parks fronted on all sides by new housing for more people-friendly, passive recreation areas.

Douglas Park

Douglas Park has been recently rehabilitated and improved. However, despite these measures, there are fundamental problems in the relationship of the Park to the surrounding residential neighborhood. The Plan recommends improving the park to take better advantage of adjacent housing developments.



View of proposed Martin Luther King, Jr. Drive with live/work units amidst mixed-use buildings



View of Martin Luther King, Jr. Drive with mixed-use buildings



Existing view of Gate City CDC on Martin Luther King, Jr. Drive



Aerial view of proposed Martin Luther King, Jr. Drive North Initiative

Martin Luther King, Jr. Drive North

The vacant properties at Martin Luther King, Jr. Drive and Lee Street present Ole Asheboro with its largest single redevelopment opportunity. Originally acquired for the extension of Murrow Boulevard, this land has been vacant for nearly 20 years. Strategically located directly south of the new Southside development, this corner is an important entry into Ole Asheboro. To realize the potential of the site, the momentum created by the Southside development must be leveraged. Therefore, the Plan recommends extending Pearson and Vance Streets to Lee Street to create pedestrian-scaled, urban blocks with potential for mixed-use development. This mixed-use development pattern, complemented by live/work units and streetscape along Martin Luther King, Jr. Drive in both Southside and Ole Asheboro, should continue south to the Nettie Coad Apartments area. The Nettie Coad Apartments are a neighborhood strength on which to build. The vacant land behind the Apartments should be developed as family housing to further diversify housing options within the neighborhood – both rental apartments and new, single-family units.

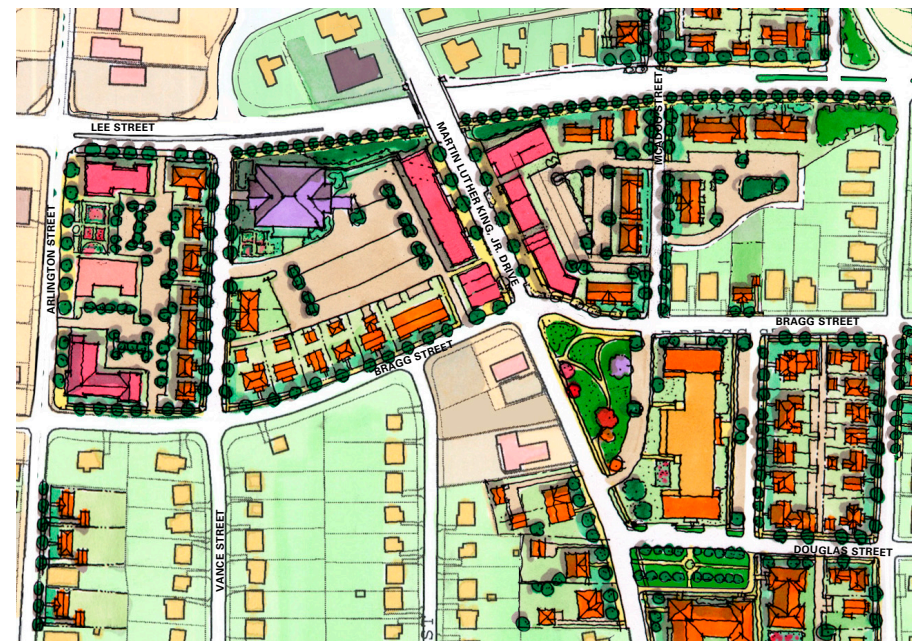
Lee Street, once a neighborhood street similar to Bragg, Douglas, and Julian Streets, was upgraded in the 1950s to a high capacity arterial meant to facilitate regional east-west movement. As such, Lee Street is no longer an appropriate location for small, single-family housing. The Plan recommends modest streetscape improvements to aid traffic calming. Lee Street should be redeveloped with larger, multi-family, office, commercial and/or institutional buildings with retail on the ground floor.



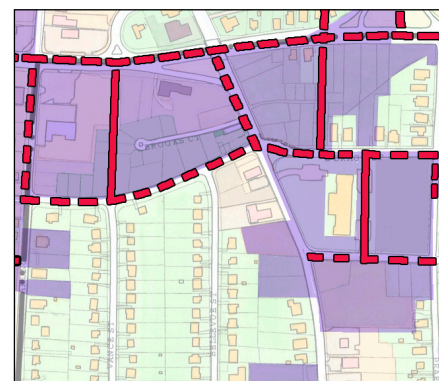
Martin Luther King, Jr. Drive North



Existing conditions



Illustrative plan

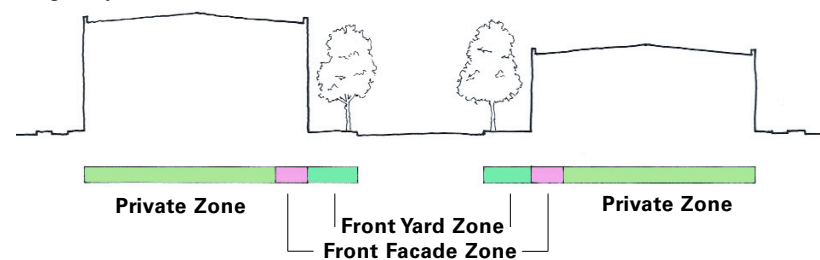


New Infrastructure

New street connections (solid red), improved streets (dashed red)

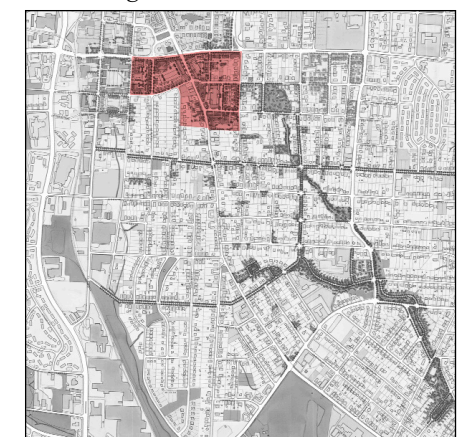


Diagram of zones and setbacks



Martin Luther King, Jr. Drive North Design Principles

- Larger buildings and larger lots should front Lee Street and Arlington Street, the neighborhood's edges. Smaller buildings and smaller lots should front Bragg Street, Douglas Street, and other neighborhood streets.
- Buildings on Martin Luther King, Jr. Drive should be mixed-use, have zero- to five-foot setbacks, and 13- to 15-foot sidewalks.
- All parking should be located behind buildings and on-street. Access drives to commercial and institutional parking should be located on side streets wherever possible.
- Driveway cuts for houses with no service alley or rear lane should be 10 feet in width and able to accommodate two cars in length, with garages pulled back and screened from the street behind the houses.
- Institutional buildings and public uses should be located on Lee Street.
- New streets should connect Ole Asheboro to Lee Street.
- Nettie Coad Apartments should be supported by a variety of new family housing.



Martin Luther King, Jr. Drive North



Proposed view of new houses along Dorothy Brown Park



Existing view of Dorothy Brown Park

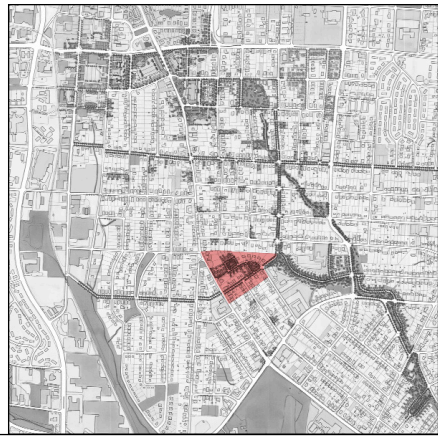
Dorothy Brown Park

Dorothy Brown Park

The southern portion of Ole Asheboro presents different challenges than the northern parts of the neighborhood. Generally, houses are well-kept and there are only a few vacant lots. The primary efforts in this initiative focus on improving Dorothy Brown Park by defining greenspace development with new housing.

Currently, the Park, though large in area, is fronted by very few, sparsely-placed houses, shaded by very few trees, and is generally unprogrammed, except for a walking trail. This neighborhood space has the potential to become both a public amenity and a development opportunity. By breaking down the park space into smaller addresses for houses, both objectives of having a safe park and new housing in Ole Asheboro would be achieved.

The Plan recommends improving Dorothy Brown Park by creating compact, but valuable, development parcels that will offer new, well-defined edges to the Park. As such, two new parks will be created along Dorothy Brown Drive meant to become development opportunities, as they will be wrapped by new houses, all of which would face and address the new parks. Such an arrangement provides for safe and guarded places to play.





Existing conditions



Illustrative plan



New Infrastructure

New street connections (solid red), improved streets (dashed red)

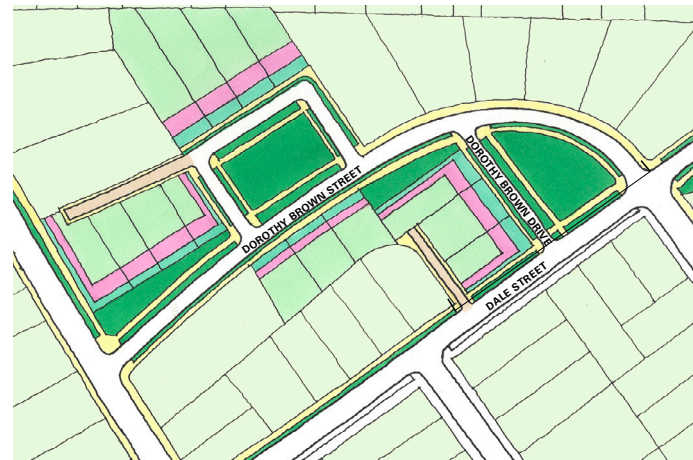
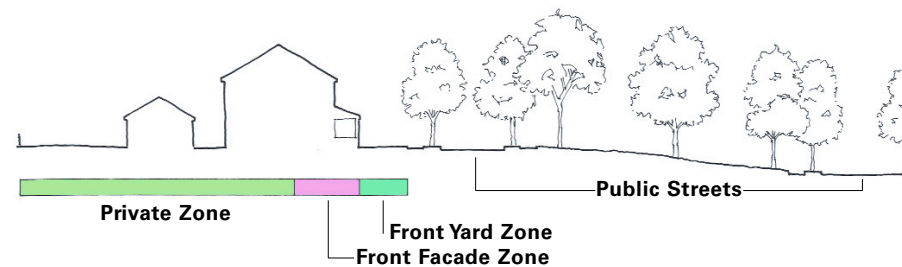


Diagram of zones and setbacks



Dorothy Brown Park Design Principles

- Reconfigured parks should connect to each other and eventually to regional parks with paths, trails, and side-walks.
- New and reconfigured parks should be designed in conjunction with development opportunities.
- New and reconfigured parks should be fully accessible and visible. Their edges should be defined by public roads and fronts of houses.
- New housing should serve the needs of the local residents. It should be planned in partnership with local institutions and greater community needs.

Dorothy Brown Park





View of proposed Douglas Park Initiative



View of Douglas Park today

Douglas Park

Douglas Park

Douglas Park is currently the neighborhood's most desirable park. It has been re-programmed in recent years to encourage neighborhood usage. However, as an amenity, it is still underutilized and its potential to create development opportunities is yet unrealized. The fundamental problem with Douglas Park is the orientation of private backyards to the park. With less than half of its perimeter publicly accessible, the park suffers from lack of visibility, lack of clear public access, and perceived safety problems.

A number of alternatives were studied to improve the use and sustainability of Douglas Park. These alternatives included several plans that would have utilized less used portions of the park for new housing overlooking the park thereby improving the park edges and providing greater surveillance and public presence. While these housing alternatives were not selected by the neighborhood for implementation, these alternative plans are shown on the following page should future residents want to reconsider and of these options.

The Plan recommends the neighborhood and the City work cooperatively to better program and utilize the park area. In particular the western portion of the park, near the intersection of Bragg Street and Pearson Street should be improved to offer a wider variety of amenities and activities for the residents.

At the same time, adjoining properties should be the focus of rehabilitation and new construction, placing as many occupied homes as possible overlooking the park.





Existing conditions



Illustrative plan (Selected Alternative)

Douglas Park Design Principles

- The neighborhood character of single-family houses should be reinforced with new and rehabilitated single-family and duplex houses adjoining the park.
- All infill housing should match and respect the setbacks of adjacent houses.
- Park programming should be inclusive of all residents of Ole Asheboro.
- New sidewalks and pedestrian-scaled lighting should be provided wherever possible.
- The southern edge of the park, along Douglas Street, should be regraded to increase visibility into the park.



Plan Alternative (Housing Alternative)



Plan Alternative (Housing Alternative)

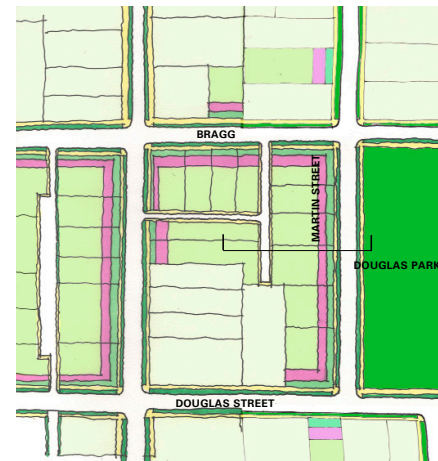
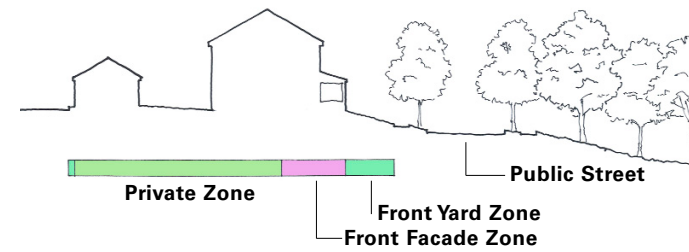


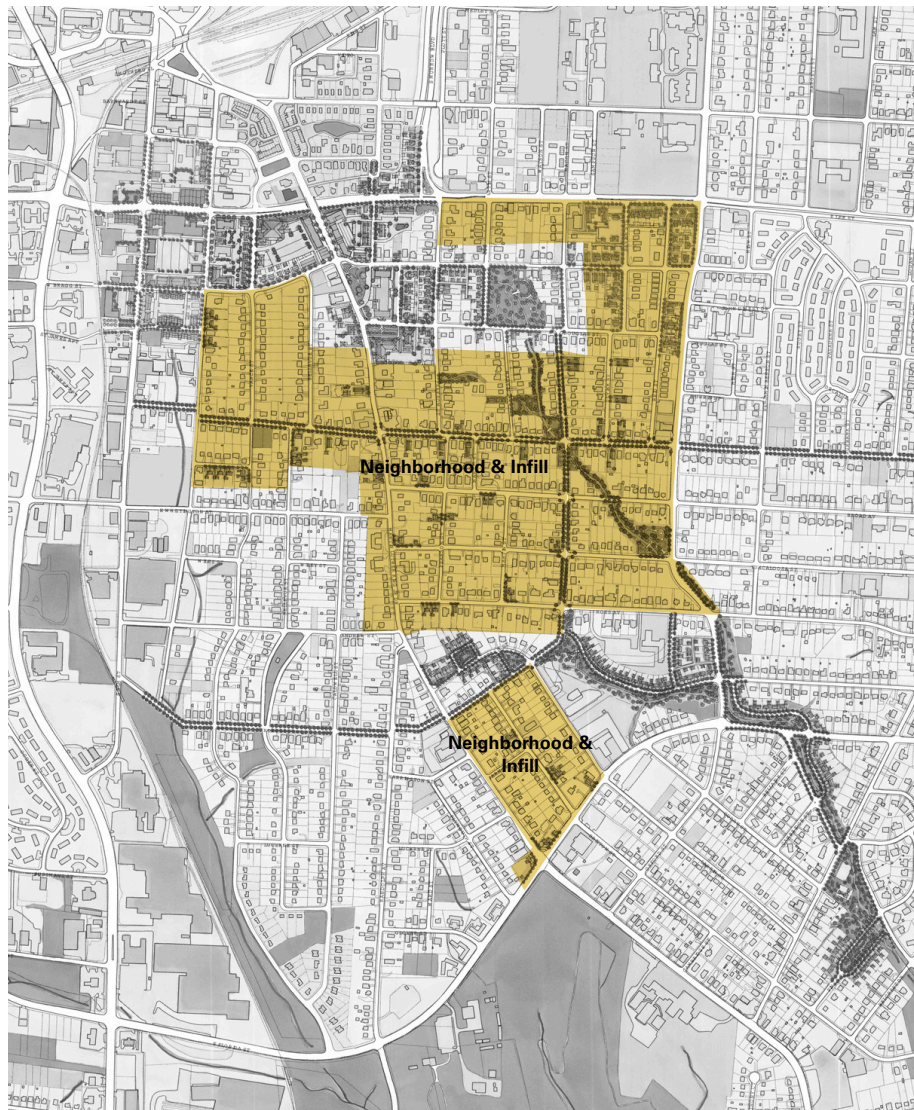
Diagram of zones and setbacks (housing alternative)



Elevations of detached single-family housing



Douglas Park



Neighborhood & Infill Initiatives

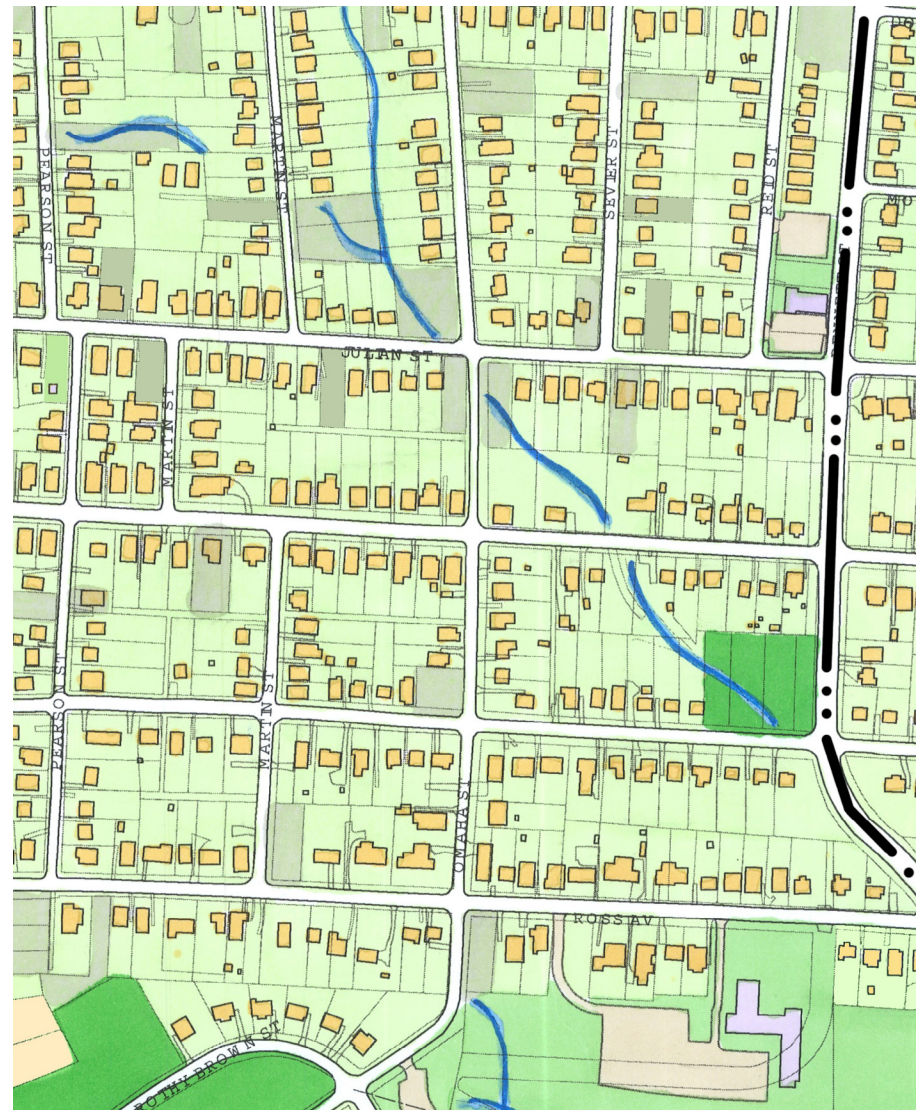
A NUMBER OF OTHER IMPORTANT redevelopment opportunities have been outlined throughout Ole Asheboro. These Neighborhood and Infill Initiatives are scattered throughout Ole Asheboro and thus will require a greater degree of cooperation through the formation of partnerships among the residents of Ole Asheboro, the Redevelopment Commission, and the City of Greensboro. Investment and funding for these initiatives will come from a variety of sources and will rely on this Redevelopment Plan as a framework to weave together the various projects.

A number of infill housing sites exist on vacant land and lots throughout the neighborhood. In addition, there are many houses in need of repair and renovation. It is extremely important to encourage private homeowner reinvestment because the strength of Ole Asheboro as a whole is dependent upon the integrity of its many varied parts – from the scale of the lot, to the block, to the neighborhood.

General implementation of public space and streetscape standards are very important for the neighborhood. New sidewalks, street trees, and street lighting, wherever appropriate and where space allows, will both tie the neighborhood together visually, as well as reinforce the feeling of safety and investment in the community. Beginning with the main intra-neighborhood streets, such as Omaha and Julian, upgrades will provide better overall neighborhood connections.

Tributaries of Buffalo Creek run through the neighborhood from Douglas Park. Though the streambeds course predominantly through private lots, the overall upkeep by private homeowners would additionally improve the image of the surrounding parks and open space. Additionally, with encouragement of partnerships as a theme, many underutilized and under-sized vacant lots along the stream could be planned as urban gardens. An urban garden program would be one of private investment to connect the public parks, such as Tuscaloosa Park and Douglas Park, to the regional open space system along this significant natural corridor.

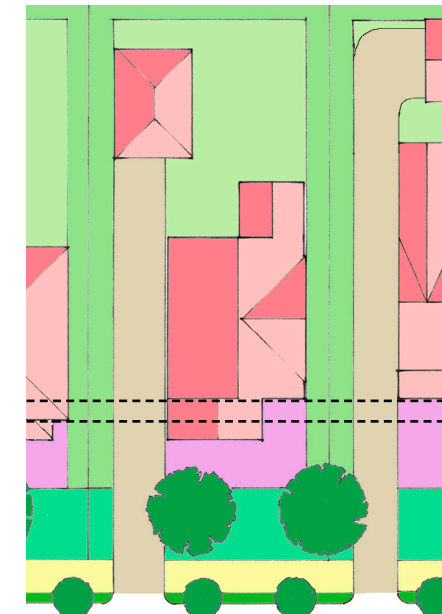
Neighborhood & Infill Initiatives



Existing conditions



Proposed infill

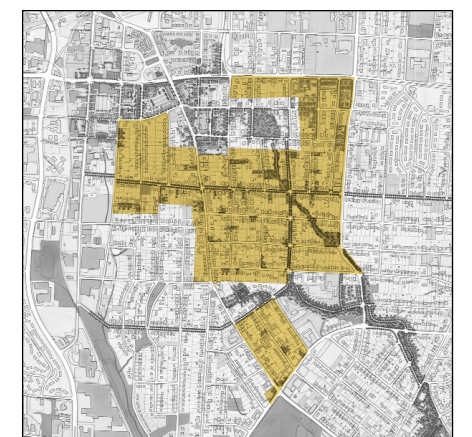


Proposed infill housing should approximate and respect the setbacks of existing neighborhood houses.

Scattered Site Design Principles

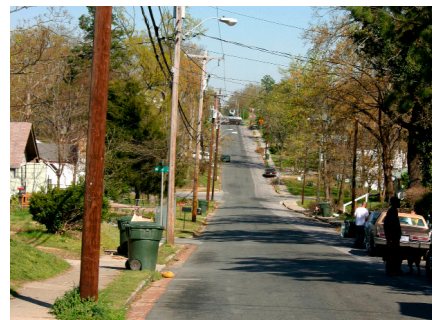
- Infill housing will approximate and respect the setbacks of neighboring housing.
- Rehabilitation to existing traditional Ole Asheboro houses is encouraged.
- Renovations should respect their traditional architectural vocabularies.
- Private homeowners are encouraged to use traditional landscape for this region of North Carolina.
- Infill housing should be rear-loaded by a service drive wherever possible to preserve frontage for a maximum amount of infill units.
- Infill units that are front-loaded should have minimally wide driveway curb cuts.

Scattered Site Infill

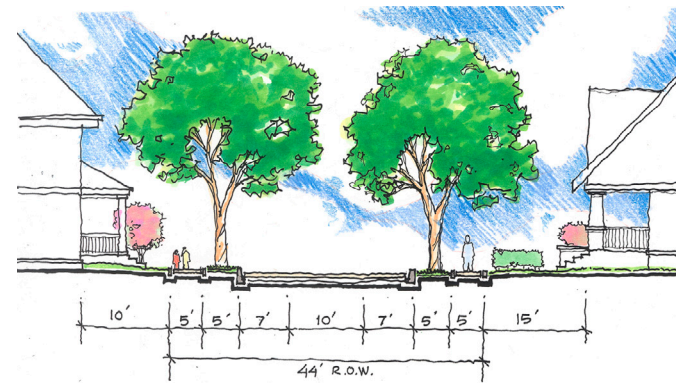




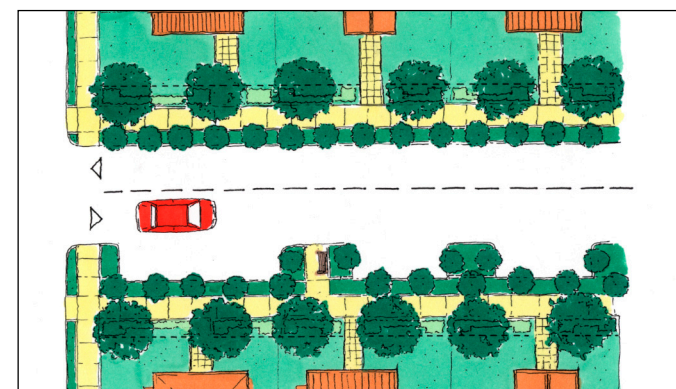
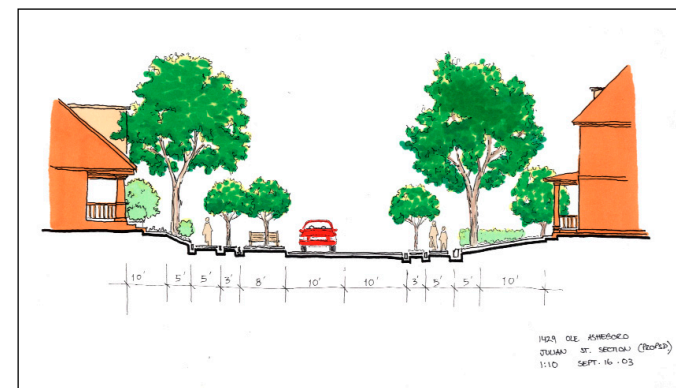
Streetscape improvements along Omaha and Julian Streets



Julian Street today



Proposed Omaha Street



Proposed Julian Street

Streetscape & Public Space Design Principles

- Improve Julian and Omaha Streets as main intra-neighborhood connections to the greater community with appropriate streetscaping, street trees, and lighting. Mid block and corner bumpouts should be created where extra landscaping is needed or where bus stops are located.
- Provide lighting fixtures appropriate to the scale of the neighborhood, not the scale of arterial streets.
- Street lights should be placed in the street verge wherever space allows, between the street and the sidewalk.
- Link existing sidewalks with new sidewalks and trails throughout the neighborhood.
- Add street trees for shade and definition of the public realm wherever public right-of-way, easements, and verges allow.



Sidewalks

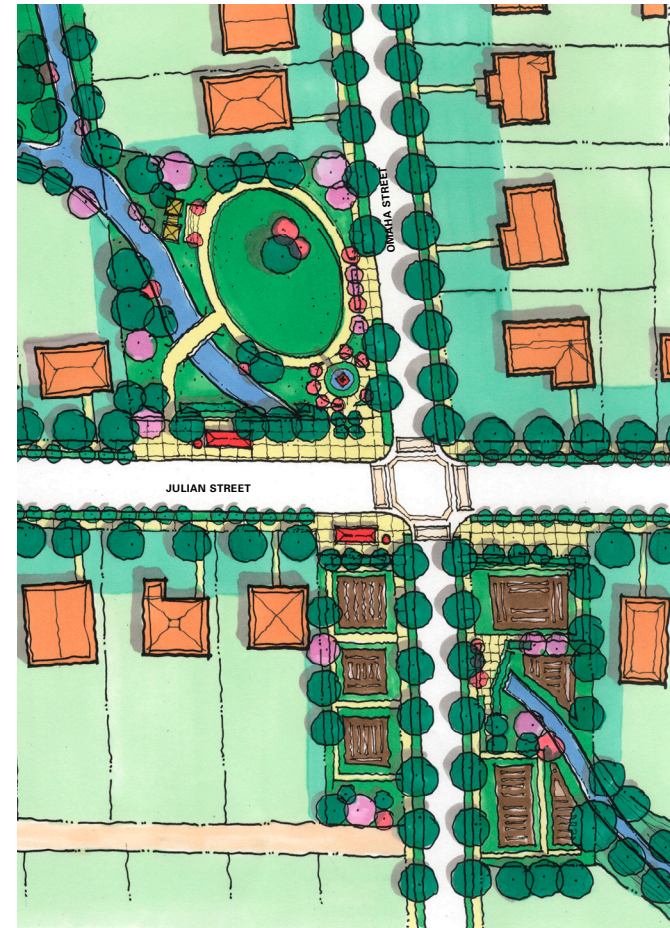
New sidewalks should augment existing sidewalks (solid red) and substandard sidewalks (dashed red) should be improved.



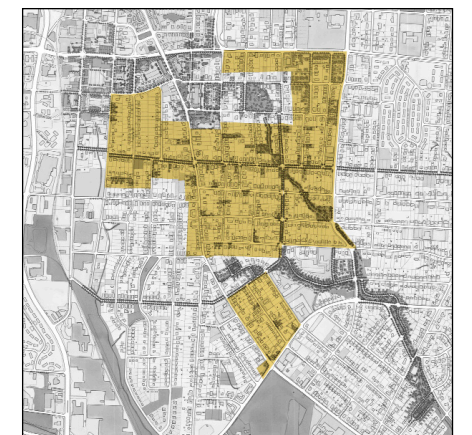
Street Lighting

Though Martin Luther King, Jr. Drive is well-lit, lighting standards should be developed and implemented in the balance of the neighborhood. Street light fixtures should be pedestrian-scaled and match traditional fixtures.

Streetscape & Public Space



- Greenway & Urban Garden Design Principles**
- Create partnerships between private land owners, neighborhood institutions, and City agencies to coordinate private and public landscape efforts.
 - Establish an urban garden program to improve both the appearance of the neighborhood and build intra-community relationships.
 - Develop partnerships with environmental and educational institutions to encourage stewardship of the neighborhood's open spaces and streambeds.
 - Create tot lots, urban gardens, and parks on properties rendered unbuildable by the streambed and related wetlands.
 - Introduce trails and paths through public green spaces to interconnect the public realm.



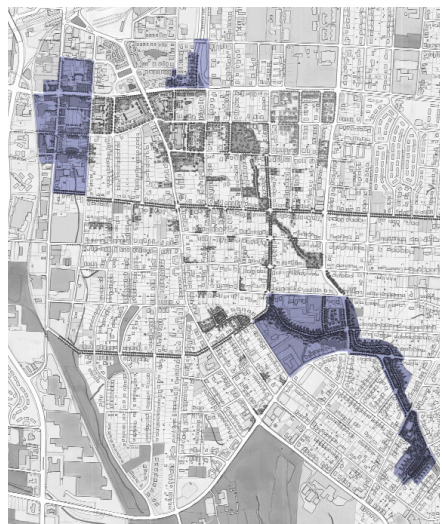
Greenways & Urban Gardens



Murrow Boulevard



Potential extension of Dorothy Brown Park



Private related development

Private Development Opportunities

A NUMBER OF RELATED PRIVATE DEVELOPMENT opportunities exist as products of this updated Redevelopment Plan for Ole Asheboro. These projects build upon neighborhood investments and will fill in some of the missing links to the City. Partnerships between private homeowners, land owners, private institutions, and developers are necessary to leverage public investments.

Growing from Downtown south along Ole Asheboro's western edge, the Elm Street corridor is both a continuation of Downtown businesses in scale, as well as a new arts district for the City. Private entrepreneurship near Ole Asheboro is an asset for both the neighborhood and the small business owners who can rely on each other for goods and services. This Plan supports the City's upcoming revitalization planning process for the Elm and Arlington Street corridor.

Another related project lies along Murrow Boulevard north of Ole Asheboro. Not only should attention be focused on pedestrian crossings of Lee Street, but also on the configuration of Murrow Boulevard itself. Originally constructed as part of an intra-city highway project, its current low traffic volumes provide an opportunity to reclaim developable land. Additional land could also provide residential frontage to Murrow, thus improving one of the front doors of Ole Asheboro.

An opportunity exists to connect Dorothy Brown Park to Benbow Park and the region's armature of natural features. Linking these two parks via trails and sidewalks will provide neighborhood residents with increased recreation options. Such a link also ties one of Ole Asheboro's park amenities to the greater community and gives the neighborhood a new front door.

Private Development Opportunities



Park Connections between Ole Asheboro & Benbow Park

- Extend Stephens Street across Bennett Street to connect into the proposed new housing in Ole Asheboro.
- Create a Park Drive to open up private development opportunities.
- Encourage intra-neighborhood partnerships related to the overall stewardship of the streambed and related undevelopable wetlands.



Murrow Boulevard

- Narrow Murrow Boulevard to have a more appropriately-scaled cross section for its traffic volumes.
- Develop new housing with gracious front lawns to face onto Murrow Boulevard in Southside.
- Improve the slope west of Plott Street with stabilizing plants and trees.
- Improve the Gorrell Street Bridge in order to improve connections across neighborhoods.



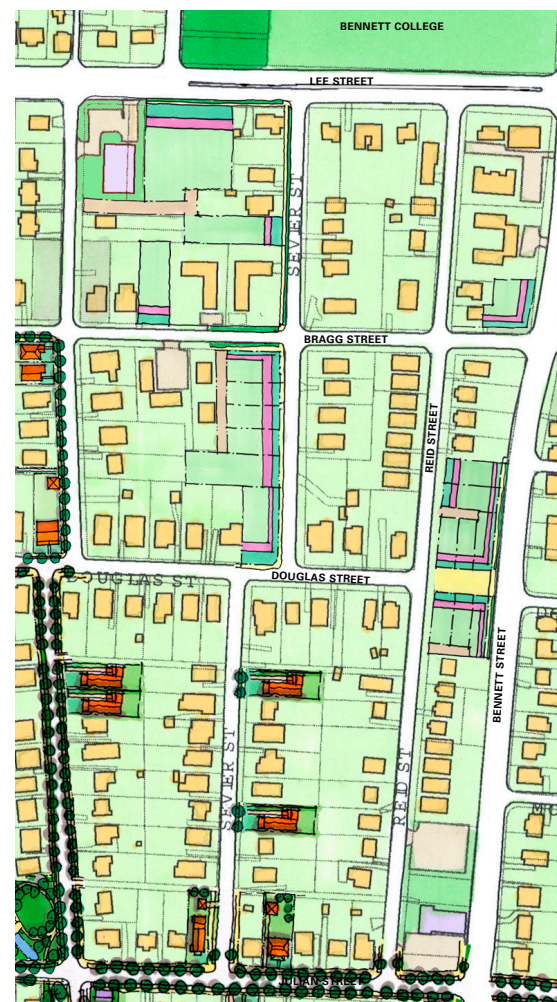
A New Creekside Drive

- Use land adjacent to St. Paul Baptist Church, Trinity AME Zion Church, and St. James United Presbyterian Church to develop new housing along a new street creating a park address.
- Build a diverse array of housing to appeal to a wide variety of families, bringing new residents to Ole Asheboro.
- Capitalize on the natural amenity of Buffalo Creek to create more open space, both passive and active, for public recreation.

Private Development Opportunities



Existing Conditions



Phase 1



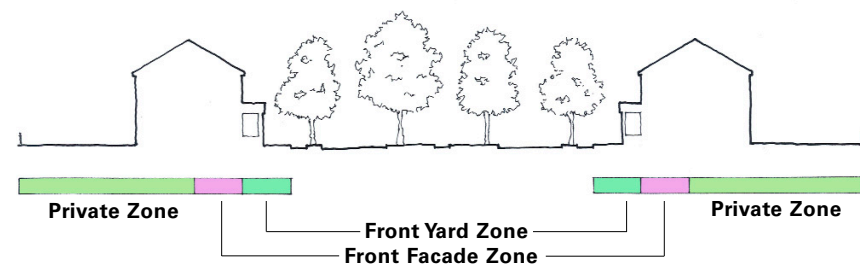
Phase 2



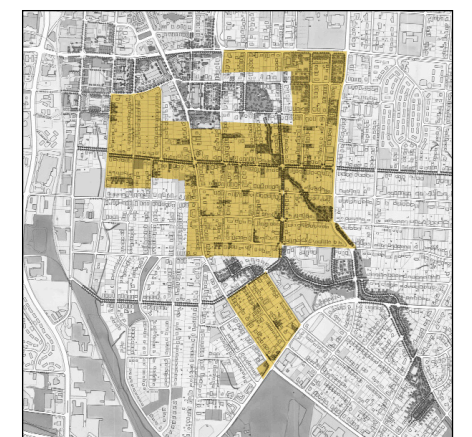
Build-Out

Bennett Street Design Principles

- Encourage private redevelopment efforts.
- All new development should be phased.
- New houses should present front, public facades to both Bennett Street and Reid Street.
- All infill housing should approximate or match the setbacks of adjacent houses.
- Create good neighborhood street character with new infill housing.
- Parking must be screened from view along Reid and Bennett Streets.
- Provide affordable housing opportunities with well-managed and maintained property.
- Enforce code standards.
- Pedestrian connectivity should be maintained with additional crosswalks at as many locations as can be safely marked.



Private Development Opportunities - Bennett Street



Setback Requirements

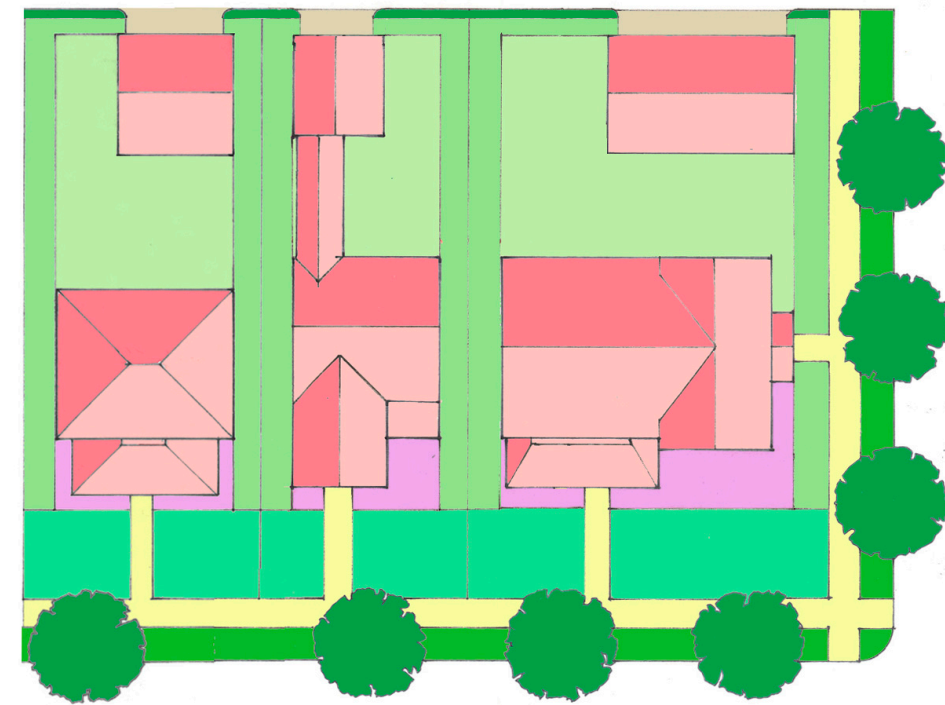
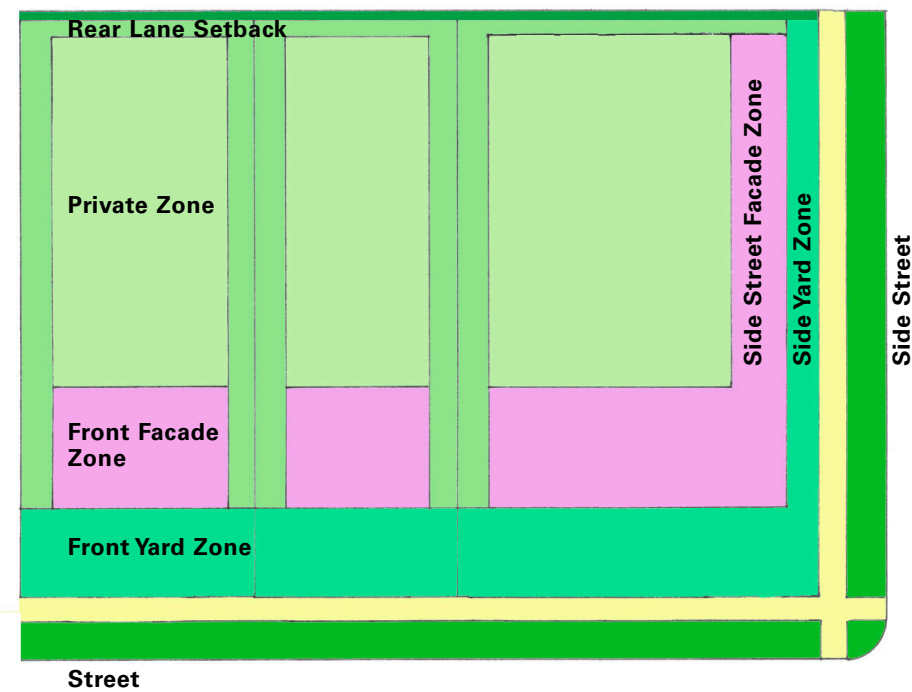
The **Design Guidelines for Community Patterns** define how buildings should be situated on the various lot types proposed throughout the neighborhood. Each lot type has a series of zones and setback lines that define the placement of the building on the lot and its relationship to adjacent houses on the street and throughout the neighborhood. These setback lines and building zones create consistent and coordinated street space meant to preserve the valued, historic residential patterns in Ole Asheboro.

The tems in boldface type below refer to specific areas and characteristics of a lot. The size of these zones and the placement of the buildings on the lot with respect to these zones may vary from one lot type to another, creating a diverse, yet harmonious set of streetscapes for Ole Asheboro as the neighborhood is redeveloped. The following areas occur on all lot types and define the difference between lots and their greater street environments.

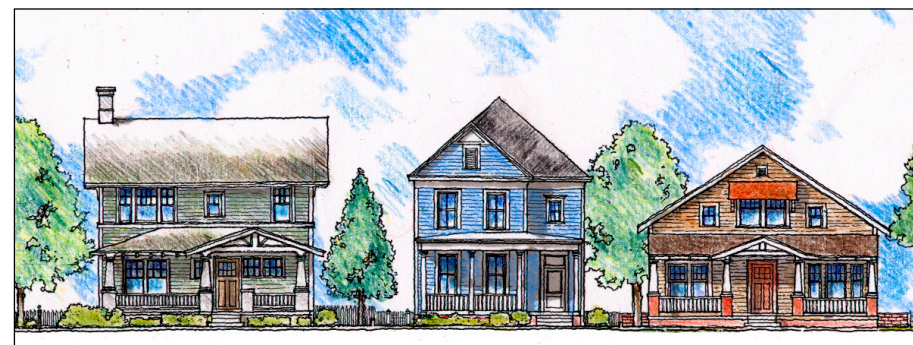
The **Front Facade** is the front wall of the house and shall be placed within the **Front Facade Zone**. The **Front Facade Zone** is a setback from the front property line at a distance defined by the **Front Yard Setback Line**. Porches and bay windows most often project into the front yard. On corner lots, a **Side Street Facade Zone** is established adjacent to the cross street along the side of the house. A house is set back from the side property line a defined distance (per the individual lot types described on the following pages). Some lots will have a **Rear Lane Setback**. This area defines the distance from the rear service drive on which a structure, such as a garage, can be located.



Setbacks & Zones



Lot Specifications



Elevation of typical neighborhood houses

Lot Size

Width: 35 feet to 45 feet mid-block and 50 feet to 60 feet on corners.
Depth: 100 feet to 120 feet.

Front Facade Zone/ Front Yard Setback

The front facade of the house must be located between 10 feet and 20 feet from the front property line. Front facades generally should be aligned with adjacent houses to create a consistent streetscape.

Side Yard Setback

Five feet from adjacent lots.

Side Street Setback/ Side Street Facade Zone

The side facade of the house must be located between 10 and 15 feet from the side street property line. Side porches, entrances, and bay windows are encouraged in the Side Street Facade Zone.

Rear Service Drive

Five feet from the rear property line.

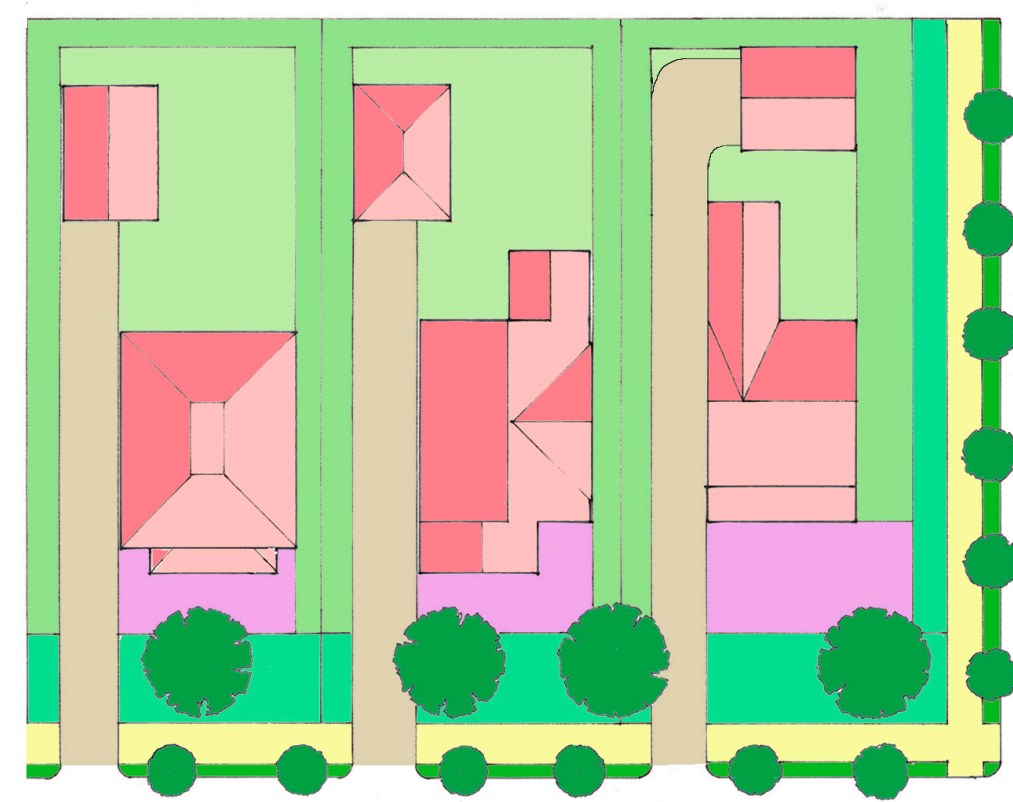
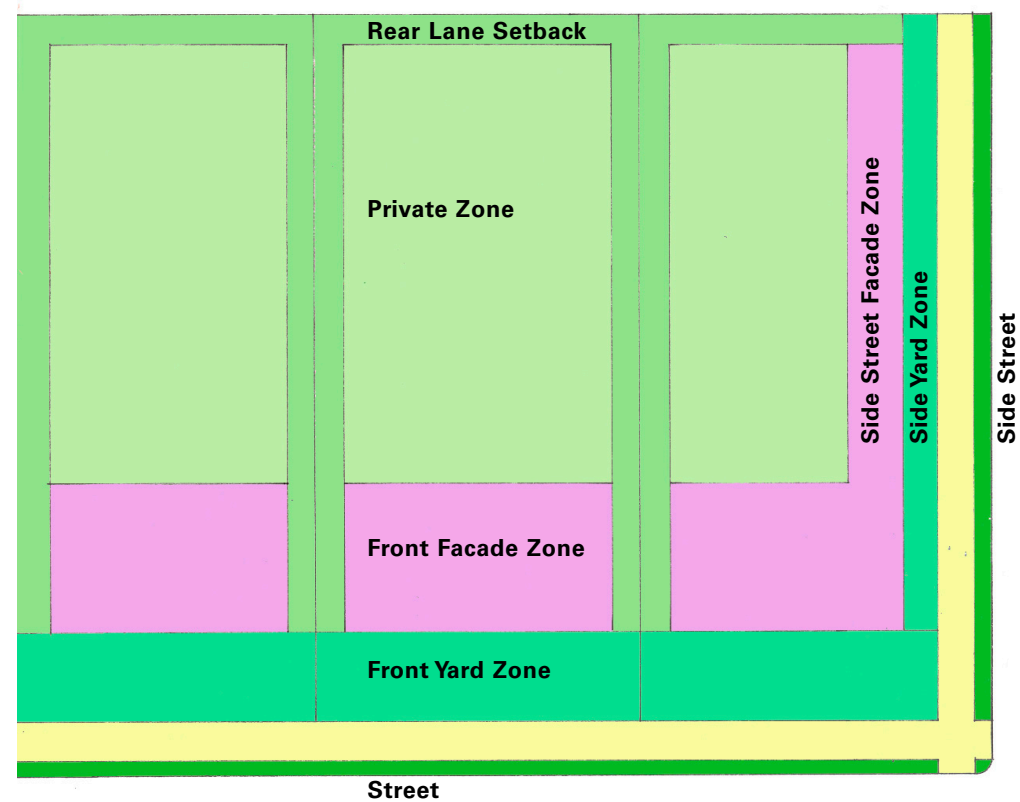
Porch Encroachments

Porches, of varying types and sizes, are encouraged to extend a maximum of 10 feet into the Front Facade Zone.

Garage Requirements

Garages should be placed 5 feet from the rear property line at the Rear Service Drive. Garages can be either attached or detached from the house. Garages are required on corner lots to define the public edge and screen the views of back yards. Garages should be placed on the Side Street Setback Line. Driveway width should not exceed 10 feet.

New Neighborhood Lots - Rear-Loaded



Lot Specifications



Elevation of typical neighborhood houses

Lot Size

Width: 45 feet to 55 feet mid-block and 50 feet to 65 feet on corners.
Depth: 100 feet to 120 feet.

Front Yard Facade Zone/ Front Yard Setback

The front facade of the building should match that of the adjacent house or mediate gaps where house setbacks vary widely.

Side Yard Setback

Five feet from adjacent lots midblock.

Side Street Setback/ Side Street Facade Zone

Side facades should be located between 10 and 15 feet from the side street property line. Side porches, entrances, and bay windows are encouraged in this zone.

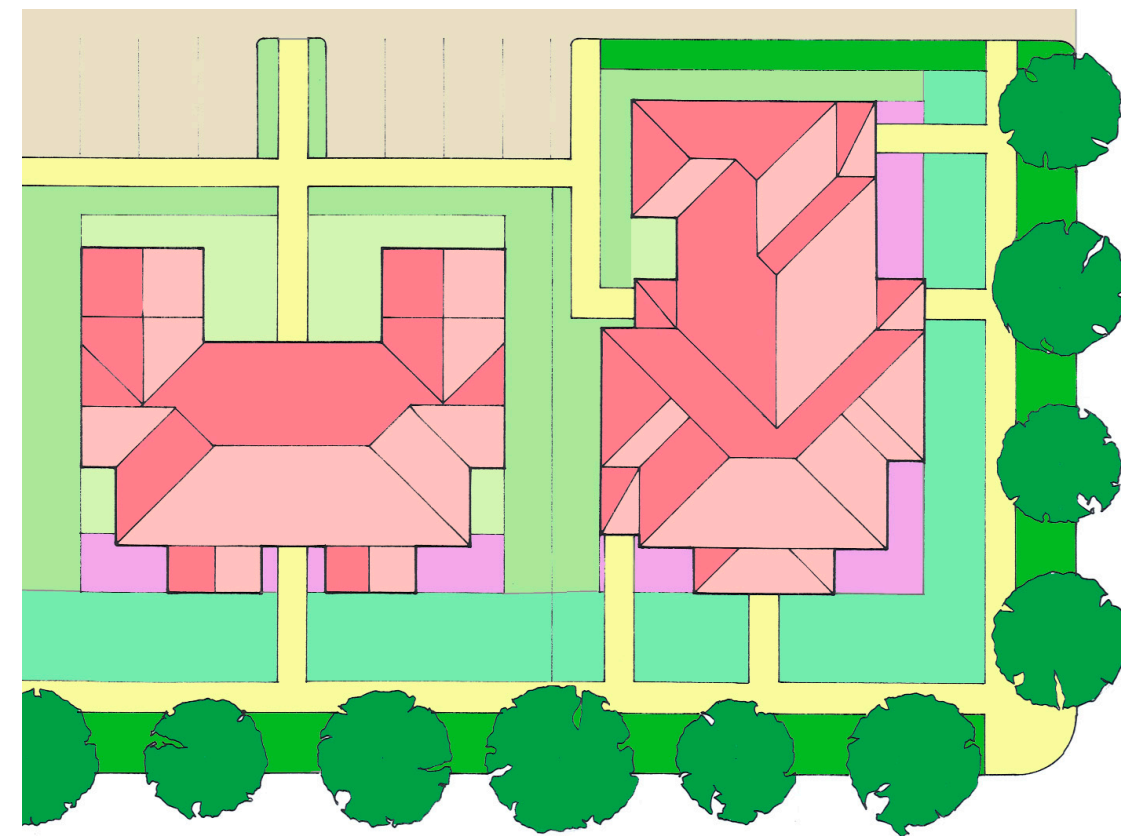
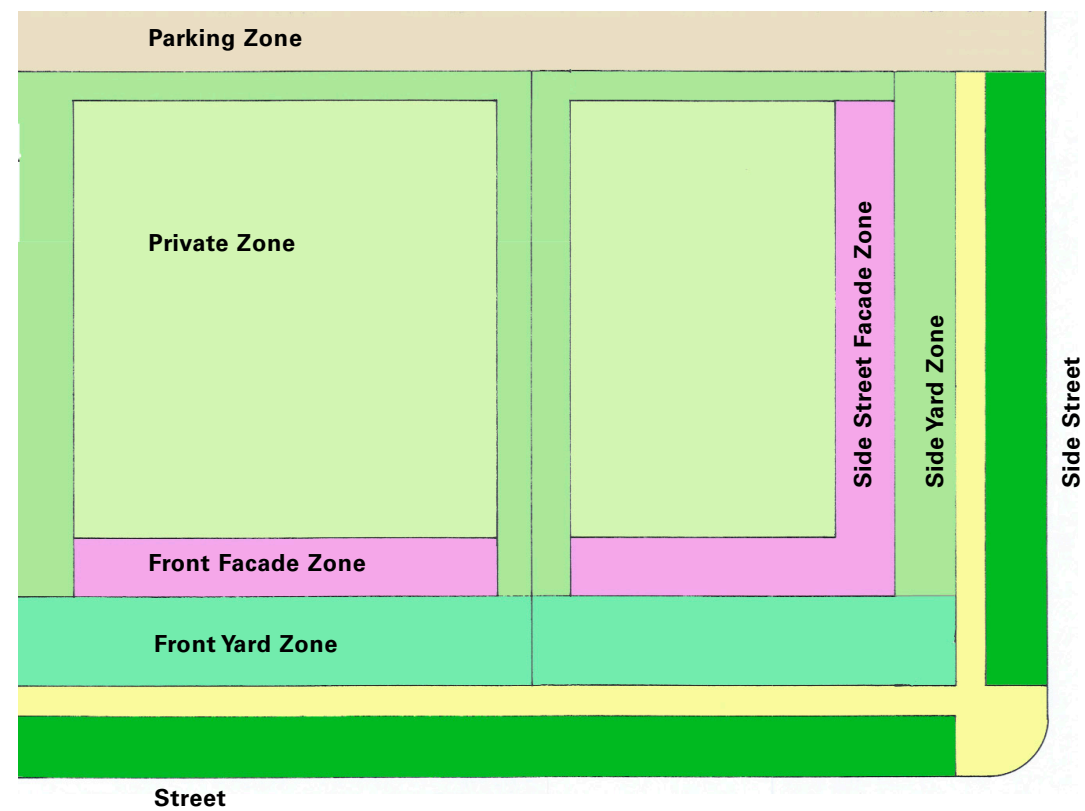
Porch Encroachments

Porches are encouraged to extend a maximum of 10 feet into the Front Facade Zone.

Garage Requirements

Garages should be detached from the house. Garage doors facing the street should be located behind the main body of the house. Garages can be placed to the rear of the lot forming the back edge of the back yard. Garages are required on corner lots, and should be placed on the Side Street Setback Line. These can be accessed from the side street. Driveway width should not exceed 10 feet.

Existing Neighborhood Lots - Infill, Front-Loaded



Lot Specifications



Elevation of typical apartment buildings

Lot Size

Width : 70 feet to 90 feet mid-block, 85 feet to 105 feet on corners.
Depth : 100 feet to 120 feet.

Front Facade Zone/ Front Yard Setback

The front facade of the building should be a maximum of 25 feet and a minimum of 15 feet from the front property line. Apartments located on Lee Street and Bennett Street should be set back a minimum of 20 feet and a maximum of 30 feet from the street.

Side Yard Setback/ Side Street Facade Zone

Side facades must be located between 10 and 15 feet from the side street property line. Side entrances, porches, and bay windows are encouraged in this zone. The Side Street Setback Line is 15 feet from the side street property line.

Rear Service Drive Setback

Buildings should be located a minimum of 15 feet from the rear parking zone.

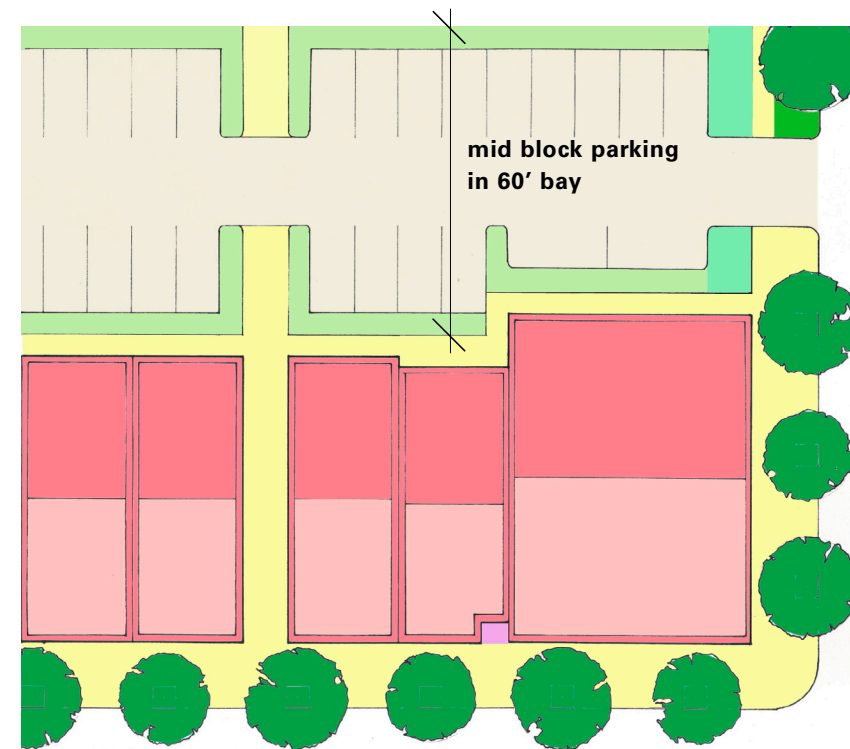
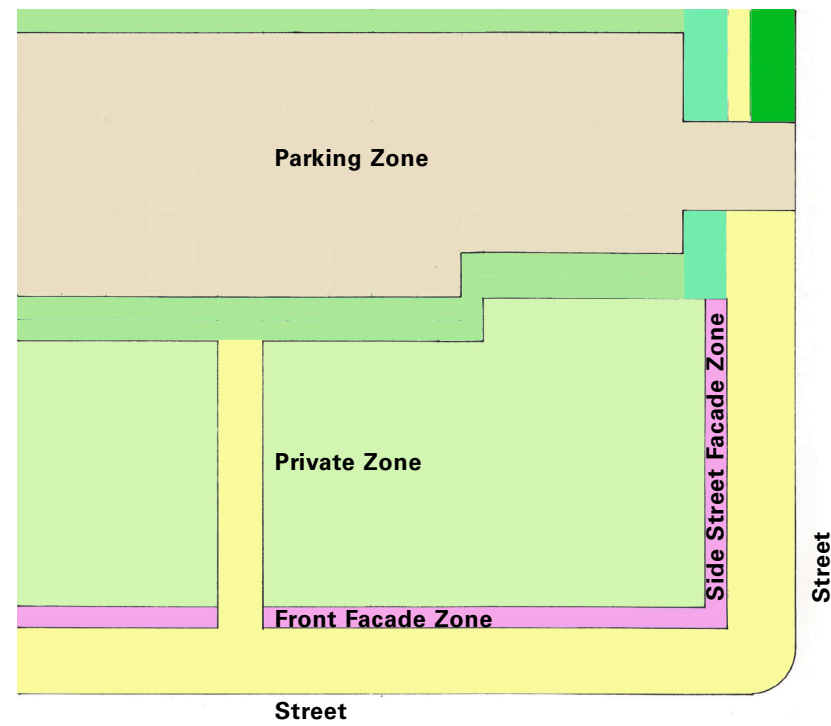
Porch Encroachments

Porches are encouraged and may extend a maximum of 10 feet into the Front and Side Street Facade Zones.

Garage Requirements

Garages are optional and should be placed 5 feet from the rear property line.

Apartment Lots



Lot Specifications



Perspective of mixed-use buildings

Lot Size

Lot widths vary, there are no minimum or maximum dimensions except to respect typical traditional types. Lot depths should be a minimum of 80 feet to accommodate rear parking and circulation.

Front Facade Zone/ Front Yard Setback

The front facade of the building should be located between zero and 5 feet from the front property line. The buildings should create a continuous street wall. Gaps between buildings should be no greater than 10 feet to provide public

access to parking. There should be only one or two gaps in a street wall of 300 feet.

Side Street Setback/ Side Street Facade Zone

The side facade should be located between 0 and 10 feet from the side street property line. Zero lot line is recommended. Sidewalks connecting the parking zone and the front sidewalk at intervals between buildings are encouraged.

Rear Lane Setback

Buildings should be set back from the rear property line a minimum of 25 feet

to accommodate a single bay of parking and a maximum of 75 feet to accommodate two bays of parking and a sidewalk along the rear of the building.

Garage and Parking Requirements

Parking structures are encouraged and should be located behind buildings at the center of the block. A 30-foot alley should be located between the parking garage and the rear of buildings to accommodate service and circulation. Surface parking should occur mid-block in orderly 60-foot bays.

Use requirements

Ground-floor uses must be active and pedestrian-oriented per the City of Greensboro Traditional Neighborhood Development Ordinance.

Mixed-Use Lots



Colonial Revival



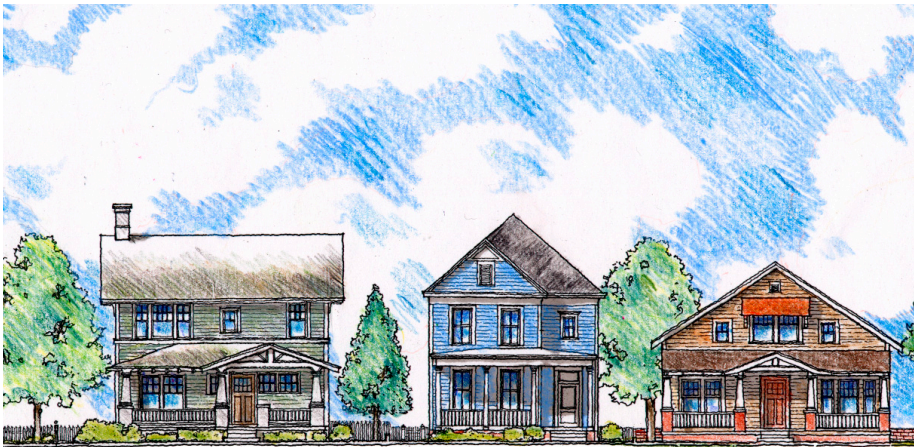
Craftsman



Victorian



Mixed-Use



Architectural Design Guidelines

OLE ASHEBORO HOUSES have a distinctive character that defines the neighborhood within the greater City of Greensboro. While several of the traditional houses in Ole Asheboro remain and some have even been restored, there is a substantial mix of early twentieth century architectural styles that make up much of the neighborhood fabric. In recent years, new housing has been built that creates a distinctly different character when compared to the historic styles found throughout the neighborhood. The proposed guidelines are intended to lead design and development of new housing in ways that build upon the neighborhood's unique sense of place and character. Three architectural vocabularies will define the neighborhood – Colonial Revival, Victorian, and Craftsman. These styles are found throughout the historic neighborhoods in Greensboro such as Ole Asheboro, Fisher Park, and Aycock. The architectural guidelines on the pages which follow call for houses to be designed in one of these three vocabularies to both strengthen and preserve the distinct quality of the neighborhood.

Architectural Character



Two-story hip massing with wraparound porch



Two-story side gable massing with front porch



Two-story gambrel massing with front porch



Historical character sketch of a Colonial Revival House



Essential Elements of Ole Asheboro Colonial Revival

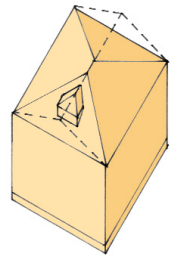
- 1 Simple, straightforward volumes with porches added to make more complex shapes
- 2 An orderly, symmetrical relationship between windows, doors, and building mass
- 3 Simplified versions of Classical details and columns, occasionally with Classical orders used at the entry

History & Character

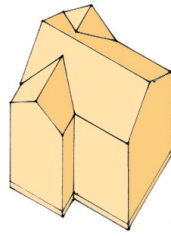
THE OLE ASHEBORO COLONIAL REVIVAL house is based on Colonial Revival styles prevalent throughout the country in the late nineteenth and early twentieth centuries. Elements from Classical and Colonial houses were combined and modified to produce a new revival vocabulary that became popular in the latter part of the nineteenth century. This mingling of architectural elements produced a wide variety of expressions and forms in the Colonial Revival house. Many of these houses have elaborate entrances, cornice treatments, and window compositions. Windows tend to be wider in proportion and more free in composition than the original Classical houses. Many of the houses incorporate deep front porches, running the entire face of the front facade and often wrapping around the side. Accent windows are often used over the central door location.

Ole Asheboro Colonial Revival

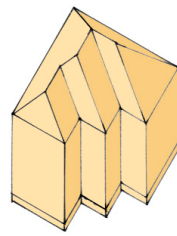
Massing Diagrams



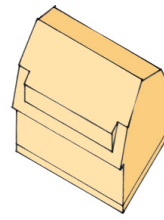
A Two-story Narrow



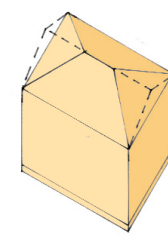
B Two-story Cross Gable



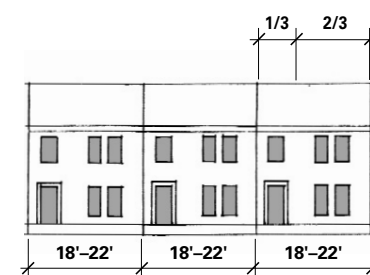
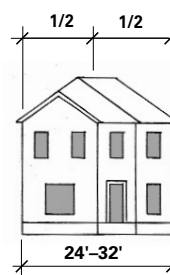
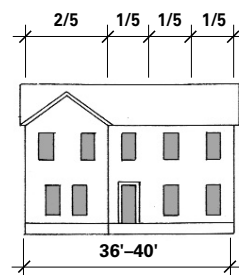
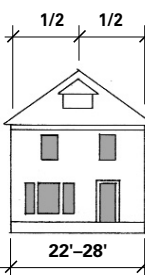
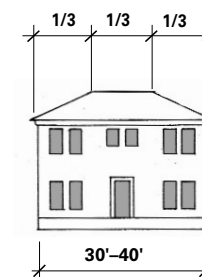
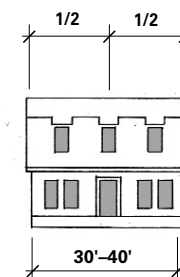
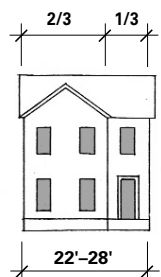
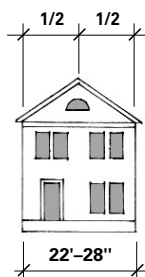
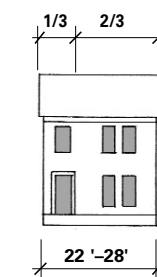
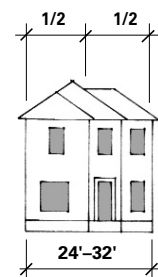
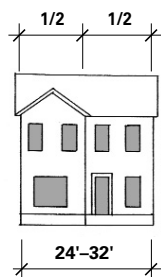
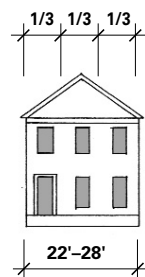
C Two-story Gable-L



D Gambrel



E Two-story Basic



Massing and Composition

Massing

A Two-Story Narrow

Hipped or front-gabled rectangular volume. Roof pitch is typically 6 to 8 in 12. Gabled- or hipped-front porches are common. Porches may be either one- or two-story.

B Two-Story Cross Gable

Cross-gabled volume with an 6 to 8 in 12 gable facing the street. The width of the gable facing the street is typically one-half to two-thirds the width of the main body for houses up to 32 feet wide, and two-fifths that of the main body for houses 36 feet and over. This massing typically accommodates a continuous porch with shed roof located between the legs of the L.

C Two-Story Box-L

Hipped or side-gabled volume with a 6 to 8 in 12 pitch and intersecting front and side wings. The front-facing wing may have either a gable- or hipped-front. The relationship of the front wing is typically two-thirds the width of the main body with the side wing projecting an equivalent amount to create a nesting effect. This massing typically accommodates a porch with shed roof wrapping the main body between the two wings.

D Gambrel

Rectangular volume with a gambrel roof parallel to the street. Roof pitch is nearly vertical on the lower slope and 6 in 12 at the top. One-story temple front porches centered on the front facade or full-front, integral porches are typical.

E Two-Story Basic

Hipped or side-gabled rectangular volume. Roof pitch is typically 6 to 8 in 12. One-story temple front or hip front porches, placed symmetrically on the front facade. Two-story center porches are also permitted. Porches are most often one-fifth the length of the main body, and, occasionally, three-fifths or the entire length of the front facade.

Facade Composition

Colonial Revival facade composition is characterized by a symmetrical and balanced placement of doors and windows. Standard windows most often occur as singles, or in pairs. Entrance doors are generally located in the corner of narrow houses and the center of wide houses.

Combinations

Complex forms and larger living spaces may be created by combining side and/or rear wings with the main body. The architectural character of the attached parts should match that of the main body. Wings must also conform to all set back requirements (see *Community Patterns*).

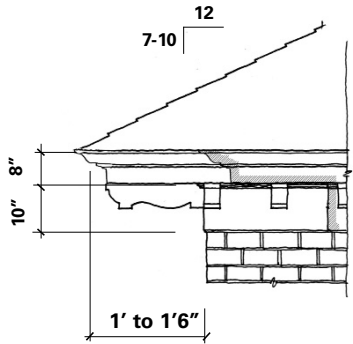
Ole Asheboro Colonial Revival

Partial Elevation and Section

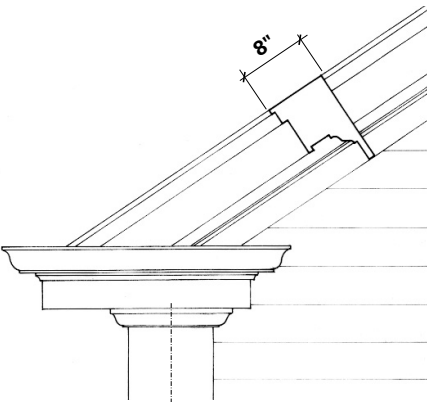


Ole Asheboro Colonial Revival

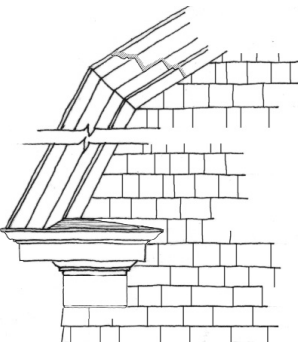
Eaves



Deep Bracket Boxed Eave



Boxed Eave Return



Typical Mansard Eave

Wall Section & Eave Details

Roof

The roof pitch on Colonial Revival houses varies from 6 to 10 in 12. For Gable L forms, the pitch on the street facing gables range from 8 to 10 in 12.

Eaves

The Ole Asheboro Colonial Revival house typically have one of three eave profiles:

- A** Boxed eave, with an 8-inch soffit depth; shallow soffit on the rake, the classic Colonial Revival eave detail.
- B** Deep boxed eave with heavy brackets, frequently used with hipped roofs.
- C** Boxed eave modified for gambrel roofs.

Eave profiles typically have an 8- to 12-inch frieze board above the window head trim. This frieze board may either touch the window head trim directly, or rest above.



Wall

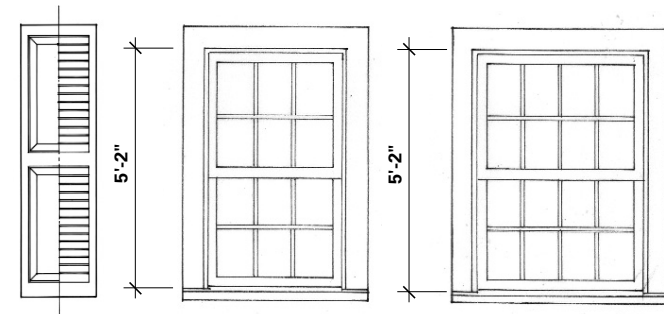
One-story houses have a minimum floor-to-ceiling height of 10 feet. Two-story houses have a minimum floor-to-ceiling height of 9 feet on the first floor, and 8 feet on the second floor. Standard window head heights are 8 feet on the first floor, and 7 to 8 feet on the second floor. On clapboard houses, corner boards should be minimum nominal 5/4 by 6 inches.

Base

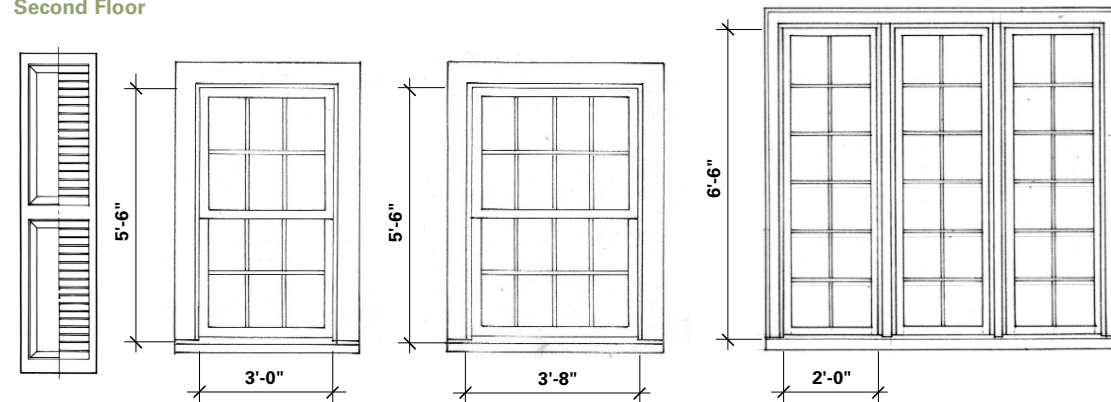
The first floor of the Colonial Revival house is set a minimum of 30 inches above finished grade. On stucco or brick houses, the water table should project 2 inches from the wall. Clapboard houses should have an 8-inch high skirt board. When foundation vents are used, they should be centered under windows.



Windows

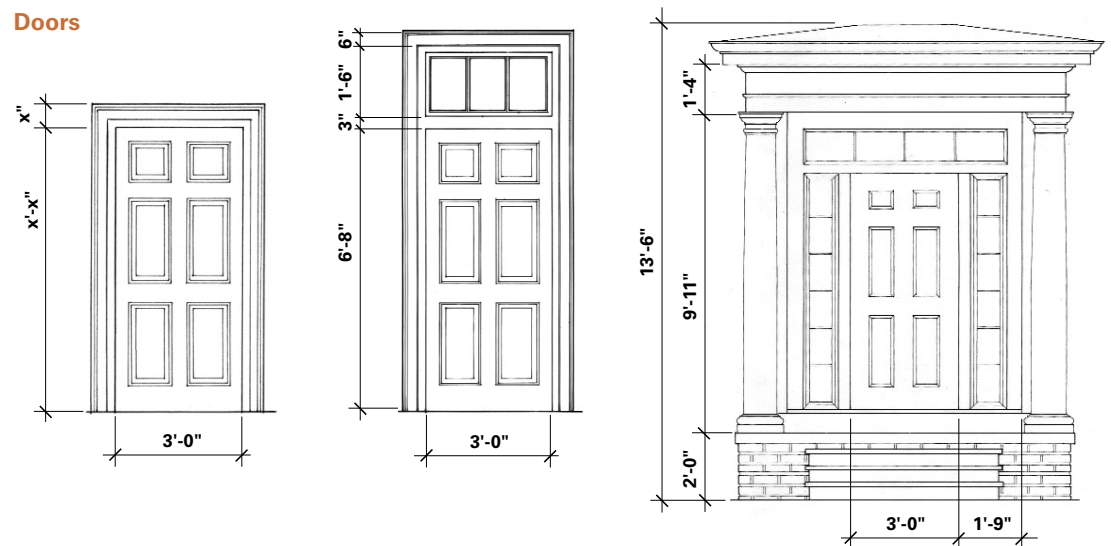


Second Floor

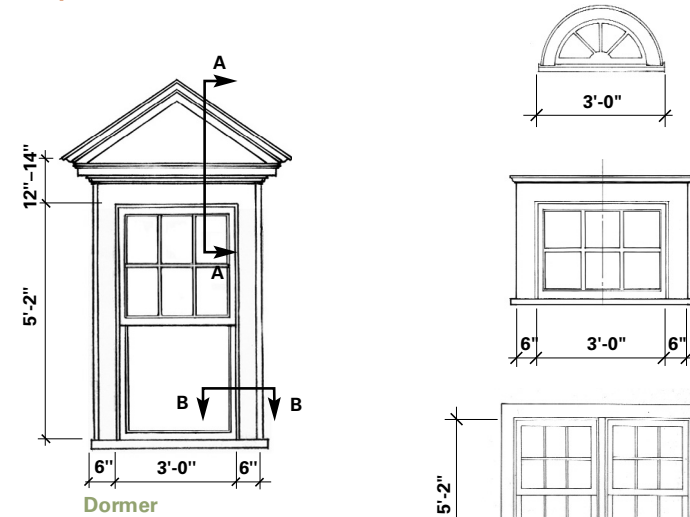


First Floor

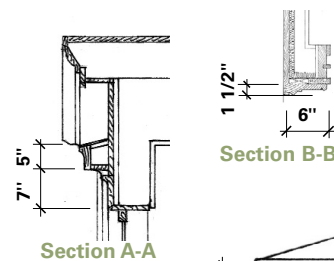
Doors



Special Windows

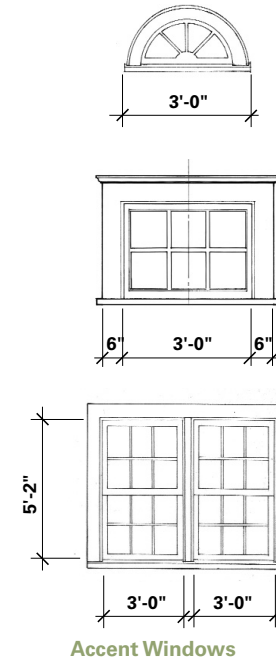


Dormer

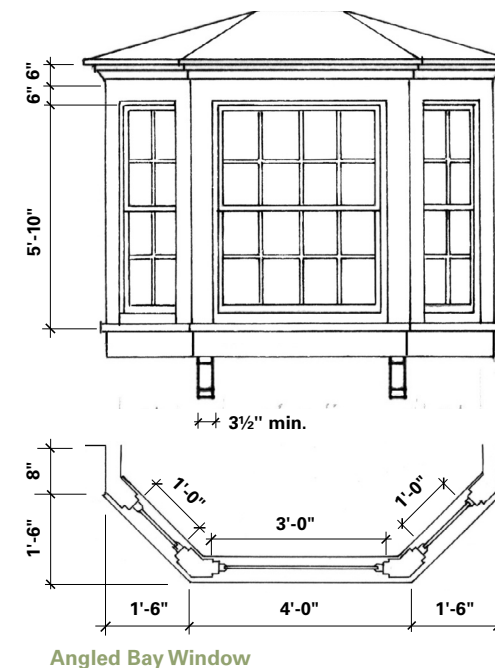


Section B-B

Section A-A



Accent Windows



Angled Bay Window

Windows & Doors

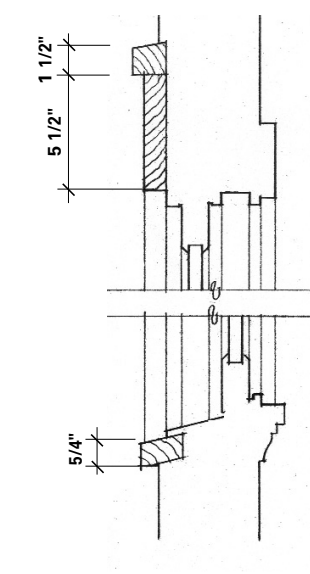
Standard Windows

Window openings are typically horizontal in proportion. Single windows are typically wide double-hung with 8 over 8 patterned sash. Paired and triple windows are either double-hung with 6 over 6 patterned sash or tall casement windows at the first floor below a single wide double-hung. Casement windows in groups of two or three on the first floor are encouraged for Garrison Revival houses.

Special Windows

Special windows include angled bay windows, picture windows, and pedimented dormer. Bay windows should extend to the ground whenever possible, otherwise bay windows supported on heavy brackets are acceptable. Small square and rectangular windows are often used as an accent in gable ends or on the second floor above the entrance.

Typical Window Detail



Doors

Doors typically have six panels, while surrounds frequently incorporate side-lights and transoms. Doors are typically 6-feet 8-inches tall and 3-feet wide.

Trim

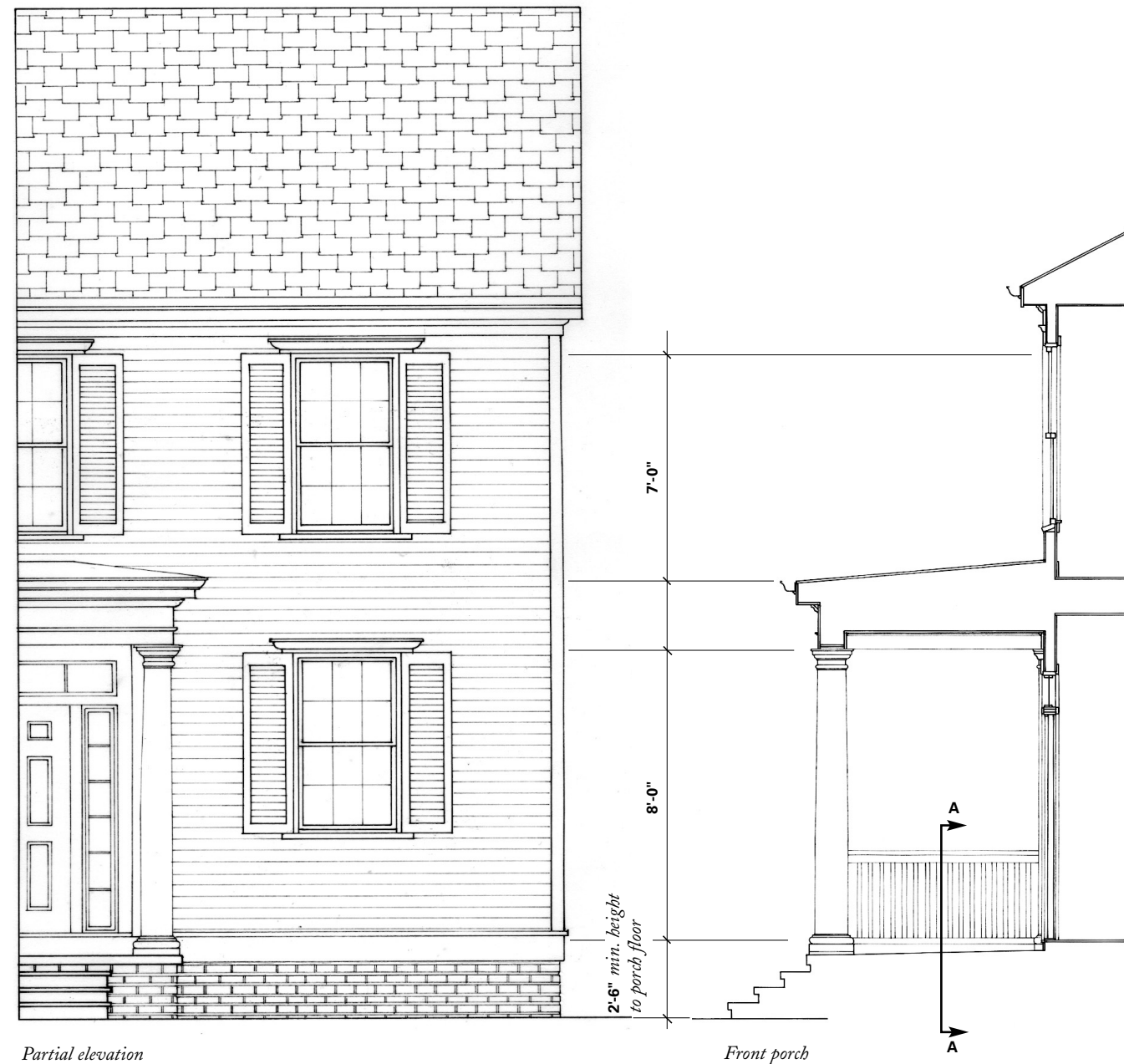
Windows and doors feature a 6-inch-wide flat trim with or without a cap molding, or a 6-inch backband trim. Brick buildings feature 2-inch brick-mold.

Shutters

Shutters are encouraged. If shutters are installed, they should be operable as well as sized and mounted to cover the adjacent window or door.



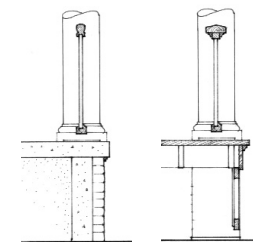
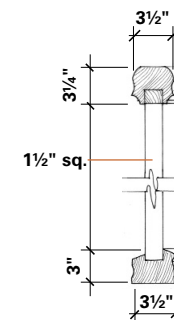
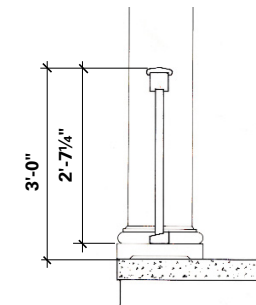
Ole Asheboro Colonial Revival



Partial elevation

Front porch

Rail Details



Masonry
Section A-A

Frame



Porches

Porch Roofs & Eaves

Porches can be one or two stories tall with either flat, shed, or shallow hipped roofs. Shed or hipped porches typically have a 3 in 12 to 4 in 12 pitch.

Columns & Railings

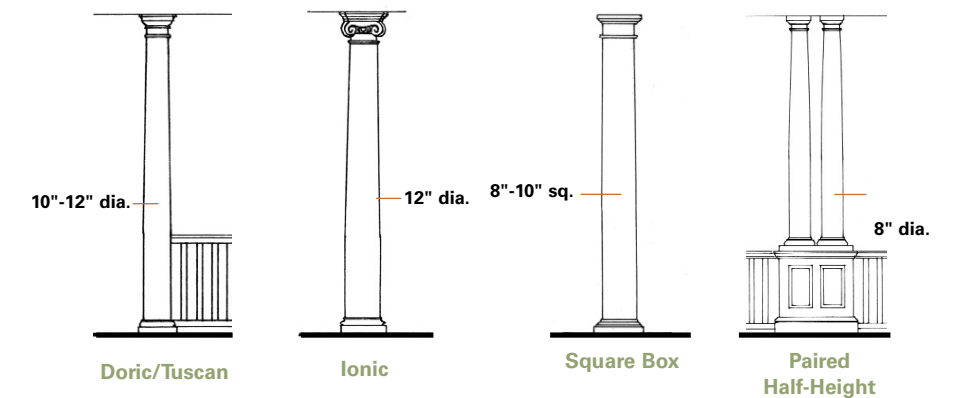
Columns include 10- and 12-inch round Doric; 12-inch Ionic; three-quarter-height paired Doric; and 8- to 10-inch, full-height, tapered box columns. Single-story porches have 8- to 9-foot tall columns, and columns on two-story porches are 8- to 9-feet tall on the ground floor and 8- to 9-feet tall on the second. For double porches with classical or tapered columns, 12-inch wide columns are used on the ground floor,

while 10-inch columns are used above. Porch column bays should be more narrow than wide. Balusters should be turned or square, and spaced no more than 4 inches on center.

Porch Location & Massing

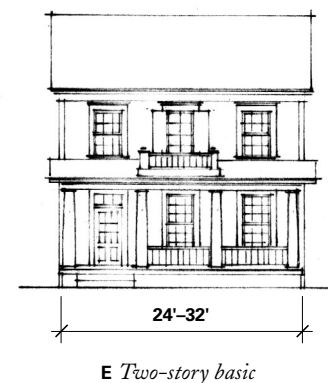
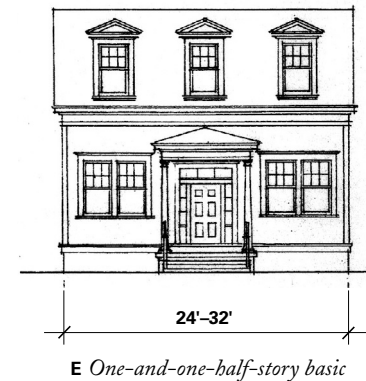
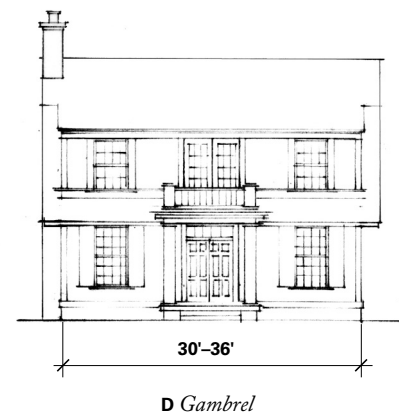
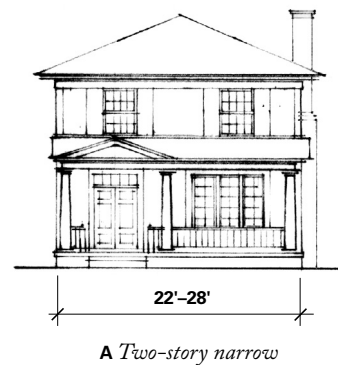
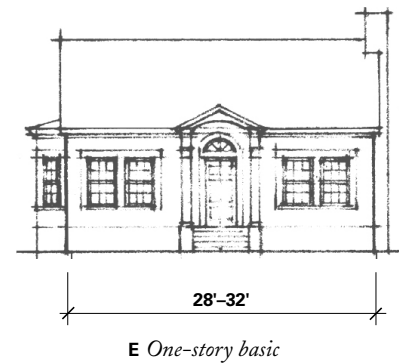
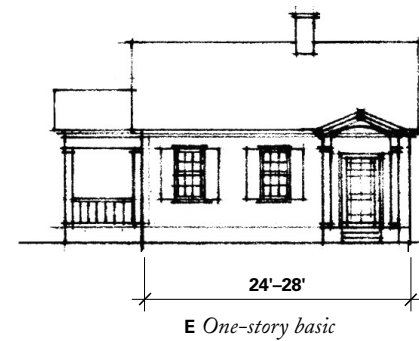
Full front porches are encouraged on Ole Asheboro Colonial Revival houses. Smaller porches should be centered in the massing bay in which they occur (see the Massing & Composition page). Minimum porch depth is 8 feet. For wood deck porches, the gaps between brick piers are infilled with lattice panels. Solid porches should be faced in brick or stucco if appropriate.

Column Types



Ole Asheboro Colonial Revival

Possibilities



Materials & Possibilities

Materials

Siding: Stucco, wood, fiber cement board, or shingles. Quality vinyl products will be considered.

Roofing: Cedar shakes; standing seam metal (black, red, or dark green), asphalt, or fiberglass shingles with a heavy profile to mimic natural materials. Concrete tile not permitted.

Windows: Double-hung, energy-efficient wood, PVC-clad, aluminum-clad, or aluminum, with external divided lights (1/4-inch muntins minimum) or solid vinyl.

Trim: Stucco, wood, fiber cement board, composition board, or polymer millwork for built-up sections. Historic reproductions of polymer are also permitted.

Columns: Historic reproductions of wood, polymer, or fiberglass with classical entasis and proportions.

Railings: Wood-milled top and bottom rails with straight or turned balusters.

Soffits and Porch Ceiling: Smooth surface composition board, plaster, T&G wood, stucco, or polymer historic reproductions.

Gutters: Ogee or half-round primed or pre-finished metal. PVC is also acceptable in a color that matches trim.

Downspouts: Rectangular or round primed or pre-finished metal. PVC is also permitted in a color that matches trim.

Shutters: Historic wood, polymer, lightweight cement or fiberglass reproductions mounted as if operable.

Foundations: Concrete, brick, or stone veneer.

Chimneys: Stucco, brick, or stone.

Front Yard Fences: Wood, pre-finished metal, stone, or masonry.

Rear Yard Fences: Wood, pre-finished metal, or masonry.

Ole Asheboro Colonial Revival



Two-story gable L massing



Two-story gable massing with three-sided porch



One-story gable massing



One-and-one-half-story gable massing with front porch



Essential Elements

Carpenter Gothic

- Steeply pitched gable roofs
- Cut wood ornament, often with natural forms such as leaves and vines
- Wood clapboard or board-and-batten siding
- Vertical proportions for windows and doors
- Asymmetrical and complex massing and configuration of elements

Italianate

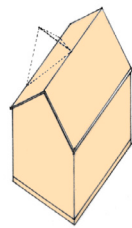
- Shallow pitched gable or hipped roofs
- Deep, ornate cornice with brackets
- Simple, rectilinear forms
- Vertical proportions for windows, which are often paired
- An orderly relationship among windows, doors, porches, and roof forms

History & Character

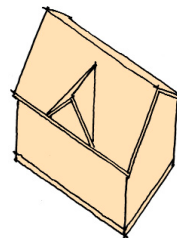
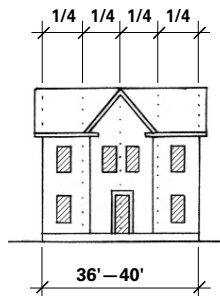
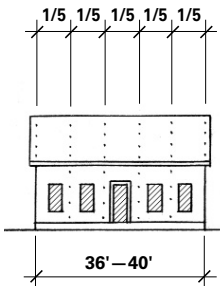
THE OLE ASHEBORO VICTORIAN HOUSE is designed in the tradition of Carpenter Gothic cottages and the Italianate Revival styles popular in the last half of the nineteenth century. These are the formal, urban houses found in the center of many North Carolina towns. Pattern Books by Andrew Jackson Downing and others provided a resource for building in these styles. Carpenter Gothic architecture was popular during this same time period and was also featured in Downing's Pattern Books. Many North Carolina towns and villages boast a rich variety of Victorian cottages. The house forms are playful and 'decorated' with ornamental cut wood on porches and steeply pitched gable ends and dormer, boasting a variety of siding and trim colors, even on simple-massed forms.

Ole Asheboro Victorian

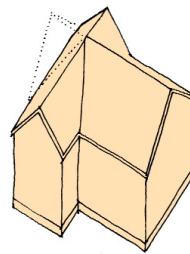
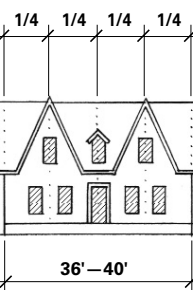
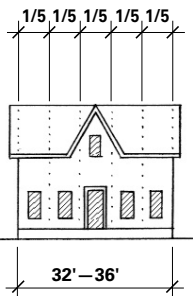
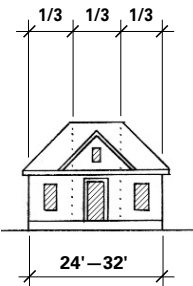
Massing Diagrams



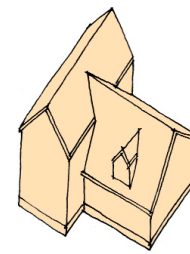
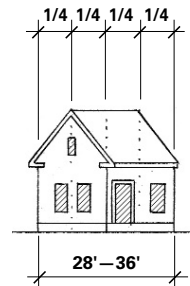
A Two-story basic



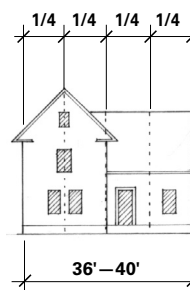
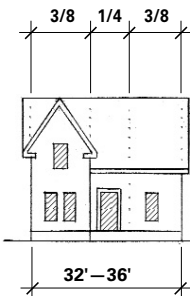
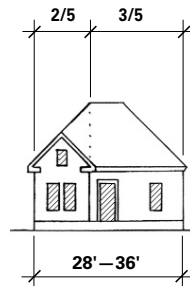
B One-and-one-half-story basic



C Two-story gable L



D One-and-one-half-story gable L



Massing & Composition

Massing

A Two-Story Basic

Hipped or side-gabled rectangular volume, often with a dormer flush to the front facade. Roof pitch is typically 8 to 10 in 12. Symmetrically placed gabled or shed dormer with 6 in 12 or 12 in 12 roof pitches. One-story shed or hip front porches from one-fifth to the full length of the main body.

B One-and-One-Half-Story Basic

Side-gabled rectangular volume, often with a dormer flush to the front facade. Roof pitch is typically 10 in 12 for the main body and 12 in 12 for the dormer. One-story shed or hip front porches from one-fifth to the full length of the main body.

C Two-Story Gable L

Cross-gabled volume with a 12 in 12 gable facing the street. The width of the gable facing the street is typically half that of the main body for houses up to 36 feet wide and two-fifths that of the main body for houses 36 feet wide and greater. This massing typically accommodates a continuous porch with shed roof located between the legs of the L. Corner house porches should wrap around the side of the house.

D One-and-One-Half-Story Gable L

Cross-gabled volume with a 12 in 12 gable facing the street, often with a dormer flush to the front facade. The width of the gable facing the street is typically one-third that of the main body for houses up to 36 feet wide and two-fifths that of the main body for houses 36 feet wide and greater. Full front porches are typical between the legs of the L.

Composition

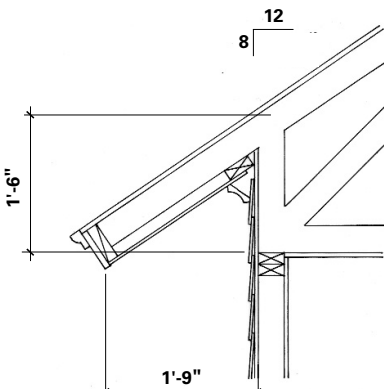
Victorian facade composition is characterized by a symmetrical and balanced placement of doors and windows. Individual double-hung windows are the most common type. Entrance doors are generally located in the corner of narrow houses and the center of wide houses. Bay windows are typically used on the ground floor. Paired windows are often used in the forward gable of the gable L (massing types C and D).

Ole Asheboro Victorian

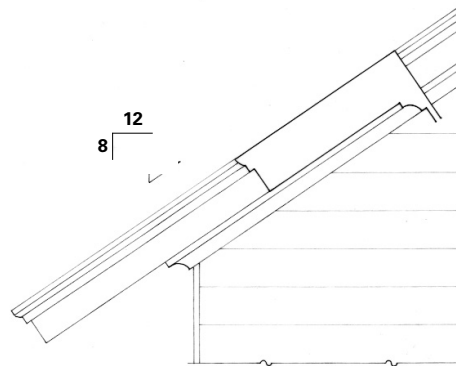
Partial Elevation and Section



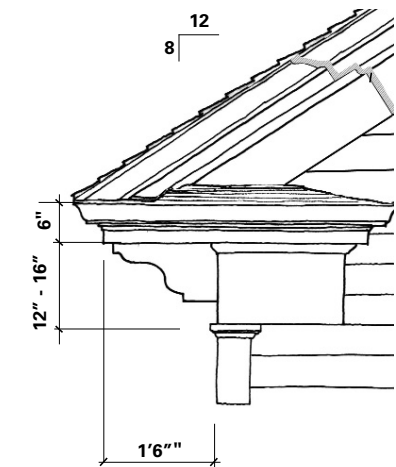
Eaves



Boxed Eave - Sloped, Section



Boxed Eave - Sloped



Boxed Eave Return with Frieze

Wall Section & Eave Details

Roof

The roof pitch on most Ole Asheboro houses varies from 8 to 12 in 12. Slate, shingles, and metal are appropriate roofing materials.

Eaves

Two eave types define this Victorian style, one more formal than the other.

The boxed eave, with frieze, is the more formal option. This eave typically has brackets, either horizontal or vertical in proportion. The boxed eave with sloped soffit is often hipped. Its rake features an overhang with a simple vergeboard. Eave profiles have a 12- to 16-inch frieze board. Eave returns should have metal flashing back to the wall at a maximum slope of 2 in 12.

Wall

For one-story buildings, the minimum floor-to-ceiling height is 10 feet. For buildings greater than one story, the minimum floor-to-ceiling height is 10 feet for the first floor and 9 feet for the second floor. Window head heights should be 8 feet for the first floor and 7 feet for the second floor. Corner boards should be no less than nominal 5/4 by 6 inches.

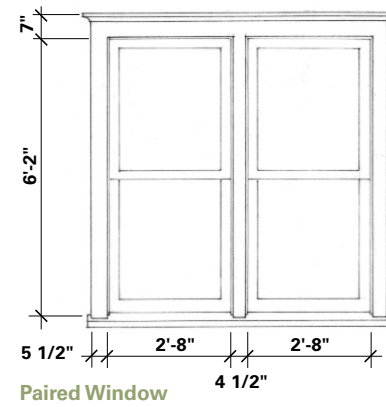
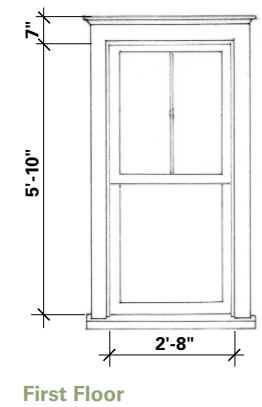
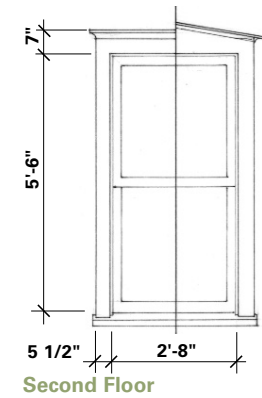
Base

The first floor of the Victorian house is set three feet above the finished grade. Victorian houses should have an 8-inch skirt board. When foundation vents are used, they should be centered under windows.

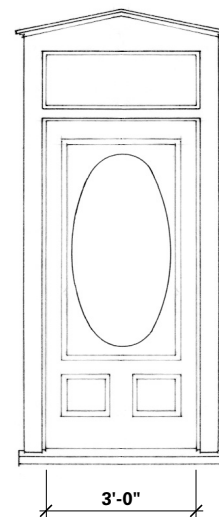
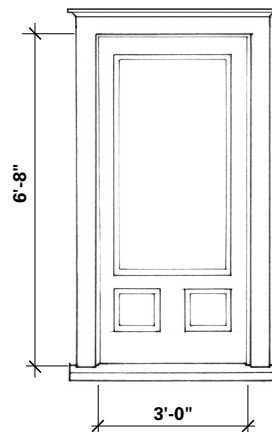
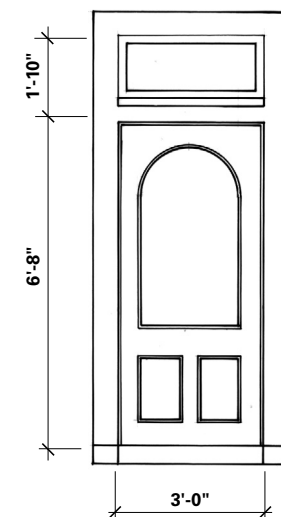


Ole Asheboro Victorian

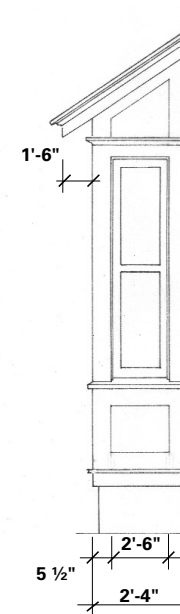
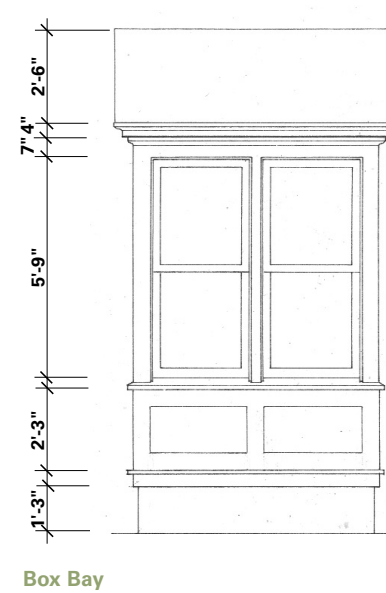
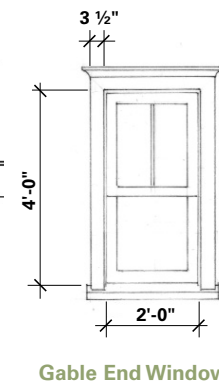
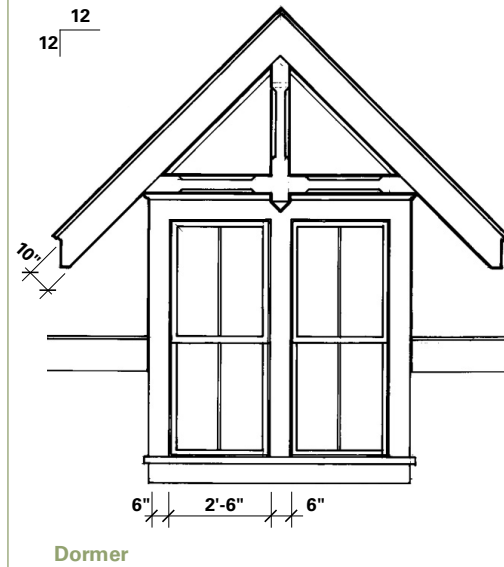
Windows



Doors



Special Windows



Windows & Doors

Standard Windows

Windows are typically vertical in proportion with narrow widths from 2 feet to 3 feet. Two basic window patterns are 1 over 1 and 2 over 2 double-hung with wide trim. The window often has a decorative header. Italianate houses often have windows with rounded upper sashes and ornate trim.

Special Windows

Special windows include box bay windows, paired dormer windows, and round top windows. Box bay windows have a continuous base to the ground.

Doors

Doors are centered in their bays and are either paneled or glazed wood doors. Double doors are often used as well as single doors with sidelights and transoms.

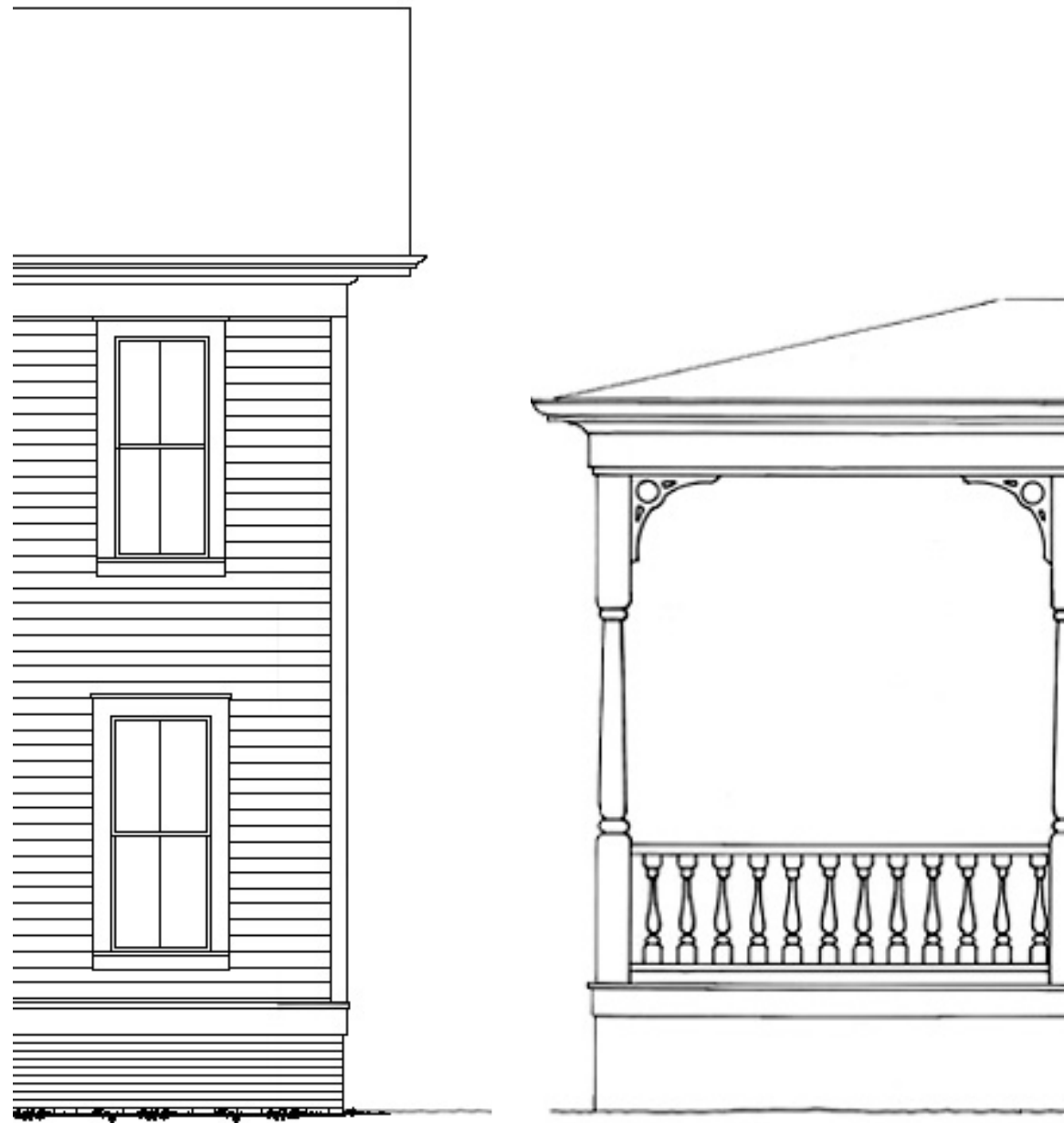
Trim

Windows and doors typically have a 5½-inch-wide trim with a cap molding.

Shutters

Painted, operable shutters are encouraged on single windows. Shutter styles can either be paneled or louvered.

Ole Asheboro Victorian

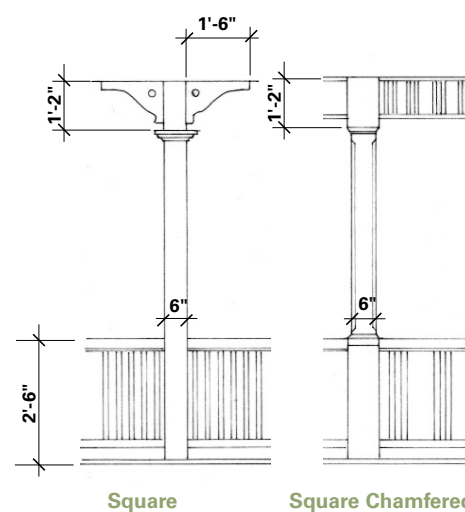
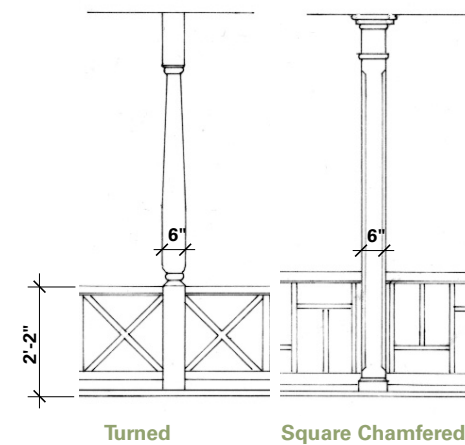


Partial elevation

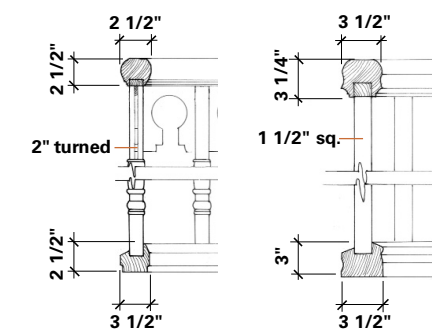
Front porch

Ole Asheboro Victorian

Column Types



Rail Details



Porches

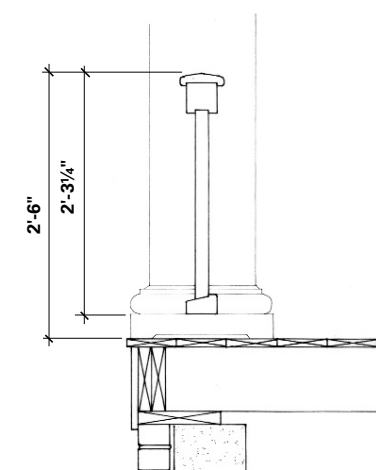
Porches

Porches can be one or two stories tall with flat, shed, or shallow hipped roofs. Full porches may be integrated under the house's main roof. Shed or hip porches have a 3 in 12 to 4 in 12 pitch. Exposed rafter tails are typically 2 x 8 and occur 14 to 16 inches on center. Entablatures are generally classically proportioned and detailed.

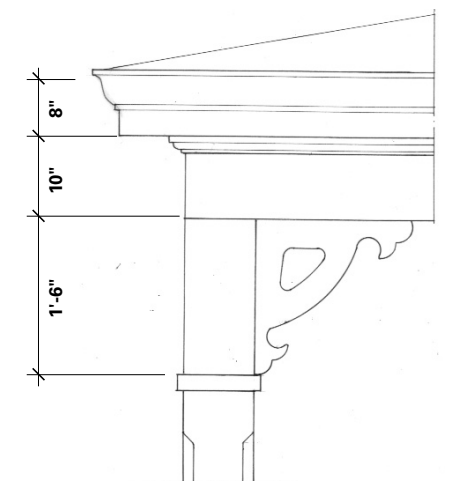
Columns & Railings

Column types include turned columns from 8-inch-square stock, 8-inch-square posts, and 8- to 10-inch-diameter Doric and Tuscan columns. First floor columns are 9- to 10-feet tall, while second floor columns are 8- to 9-feet tall. Turned or square balusters are spaced no more than 4 inches apart.

Porch Railing Section



Cornice Detail



Porch bays should be vertically proportioned. Flat cut ornamental balusters are also used, with square or turned columns. Square pattern lattice is used as infill between piers at the foundation.

Brackets

Brackets range from simple designs cut from boards to more elaborate turned wood or jigsaw-cut openwork. Brackets are a minimum of 2 inches thick. Archway bracketing can be used to form portals over key entry locations.

Porch Location & Massing

Full front porches are encouraged on Victorian houses. Porches can be used to wrap the corner of a house, or fill in the void created by an L-shaped plan. The minimum porch depth is 8 feet.

Possibilities



24'

x One-story gable L



32'-36'

x type



24'-28'

D Two-story gable L



28'

x type



32'

A Two-story basic



24'

x Two-story gable L



36'-40'

B One-story basic

Materials & Possibilities

Materials

Shutters: Panel or louver, painted; encourage mounting as if operable; or operable. Width of shutter equals 50% of sash width.

Siding: Wood, composition board, fiber-cement board, or vinyl with beveled, shiplap or beaded lap profile. Common brick in Flemish, Common or English bond patterns.

Roofing: Metal, slate, asphalt, or fiber-glass shingles.

Windows: Divided light sash with sill or GBG or solid vinyl

Trim: Wood, composition board, fiber-cement board, and molded millwork for built-up sections; corner boards $\frac{5}{4} \times 6$ inches.

Soffits and Porch Ceilings: GWB, plaster, T&G wood or composite (continuous perforated soffit materials not permitted).

Gutters: Half round or ogee profile in metal.

Downspouts: Round or rectangular in metal.

Foundations: Common brick, stone/cast stone on front facade and side street facade when on corner lot.

Columns: Wood, fiberglass, or composite.

Railings: Wood, metal, or other composite materials that meet dimensional and shape requirements of precedents.

Chimneys: Common brick and stone/cast stone.

Front Yard Fences: Painted white picket, or pre-finished composite material such as PVC or vinyl and metal.

Rear Yard Fences: Painted wood, white composite material such as PVC or vinyl; pre-finished metal.

Ole Asheboro Victorian



Two-story front gable with full front porch



One-and-one-half-story front gable massing with side porch



One-story front gable L massing with front porch



One-and-one-half-story side gable with wraparound porch (Fisher Park)



Typical Craftsman house with let-in porch

Essential Elements of Ole Asheboro Craftsman

- 1 Shallow-pitched roofs with deep overhangs
- 2 Deep, broad porch elements with expressive structural components
- 3 Expressive structural elements such as brackets, exposed rafter tails, and columns
- 4 A mixture of materials such as brick, shingles, and siding
- 5 Asymmetrically balanced window and door compositions

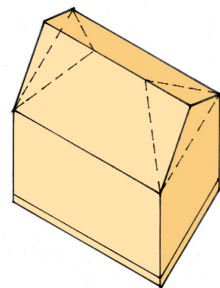
History & Character

OLE ASHEBORO CRAFTSMAN HOUSES are derived from the traditions of bungalow design found throughout North Carolina. During the early twentieth century, many local builders picked up elements of the style from house plan publications and mail order house plans. The Arts & Crafts movement espoused a simple, decorative expression of structural elements and built-in furniture found suitable for estate and cottage homes. While the region is home to many small Craftsman cottages, it also features a wide variety of full two-story types and larger estate houses designed and built during this period.

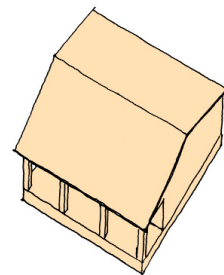
The Ole Asheboro Craftsman is characterized by broad, open porches with brackets, roofs with deep overhangs and exposed rafter tails or decorative brackets, asymmetrical compositions, grouped windows with a variety of upper muntin patterns, and expressive trim.

Ole Asheboro Craftsman

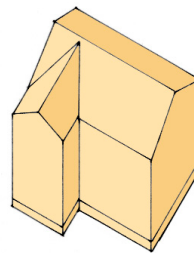
Massing Diagrams



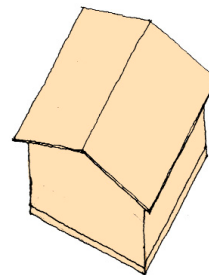
A Two-Story Basic



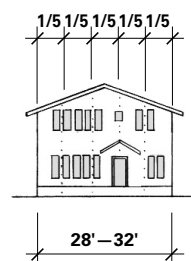
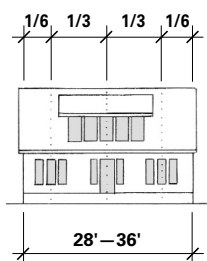
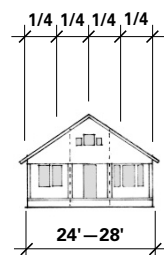
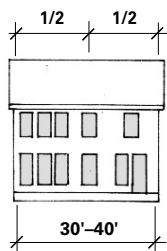
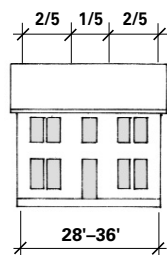
B One-and-one-half-story side gable



C Two-story Wide Gable-L



D Two-story front gable



Massing & Composition

Massing

A Two-story Basic

Side-gabled rectangular volume with roof pitch of 6 to 8 in 12. One-story, gabled front porches, typically placed to one side. Porches are most often a minimum of two-fifths the length of the main body, and, occasionally, the entire length of the front facade.

B One-and-One-Half-Story Side Gable

Square volume with a 3 to 5 in 12 side-gabled roof. Integral front porch that ranges from half to the full length of the front facade. Symmetrically placed gabled or shed dormer with 3 in 12 roof pitch.

C One-and-One-Half-Story Gable L

Cross-gabled volume with a 6 in 12 gable facing the street. Cross gable can have a lower slope. The width of the gable facing the street is typically half that of the main body for houses up to 32 feet wide and two-fifths that of the main body for houses 36 feet and over. This massing accommodates a variety of porch options, often with a gable emphasizing the entrance.

D Two-Story Front Gable with Add-On

Gabled, one-story volume attached to a gabled, two-story volume of the same width. Roof pitches are typically 5 in 12. Gabled front porches are placed asymmetrically on the front facade.

Facade Composition

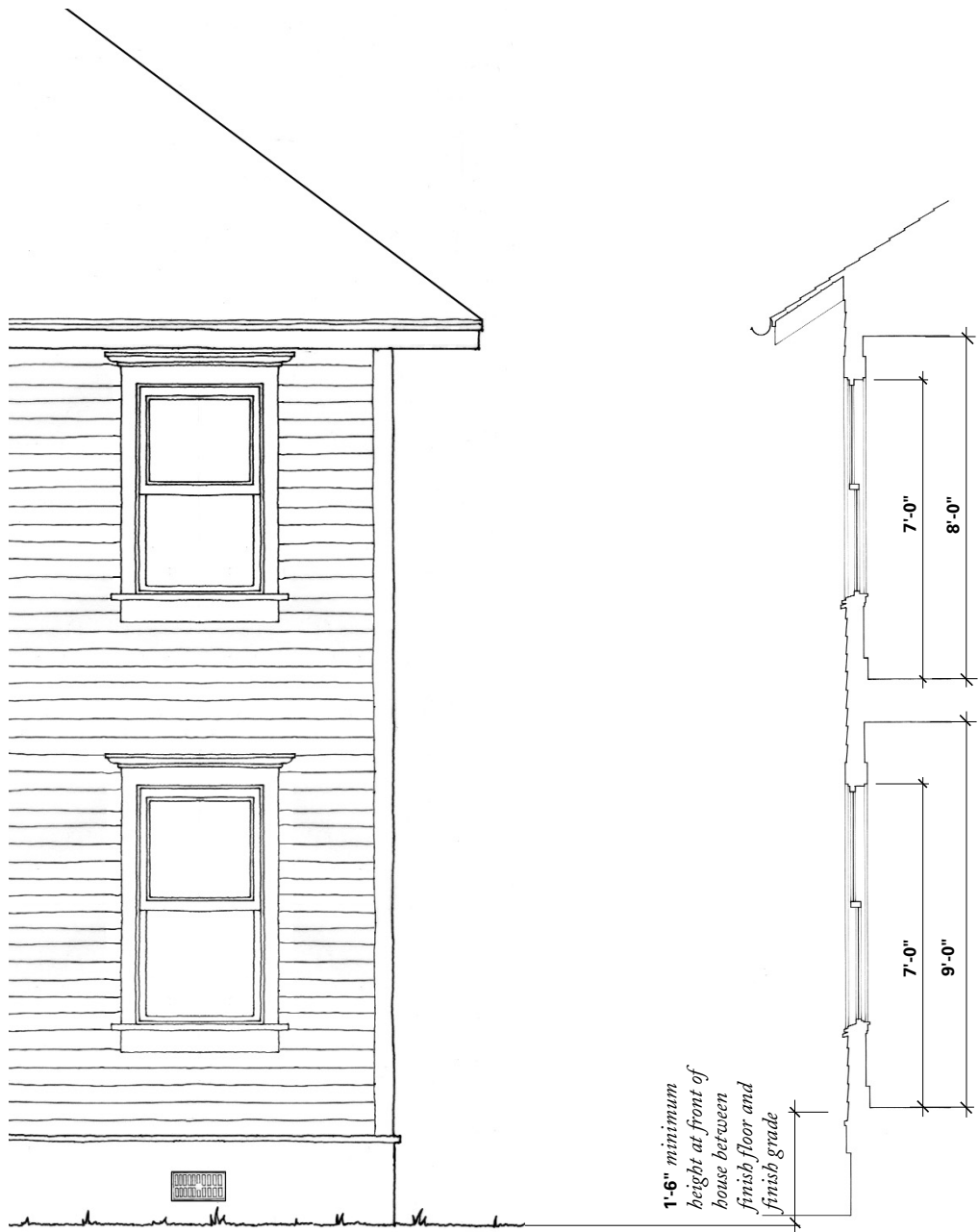
Craftsman facade composition is characterized by an asymmetrical yet balanced placement of doors and windows. Typically, windows occur in pairs and multiples, or as sidelights for oversized ground floor windows. Entrance doors are most often under porches and off-center.

Combinations

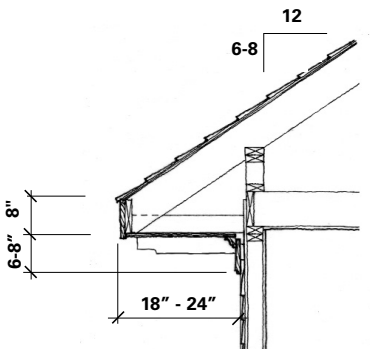
Complex forms and larger living spaces may be created by combining side and/or rear wings with the main body. Gabled or shed dormer may be added to introduce light into half-story and attic spaces. The architectural character of the attached parts should match that of the main body. Wings must also conform to setback requirements.

Ole Asheboro Craftsman

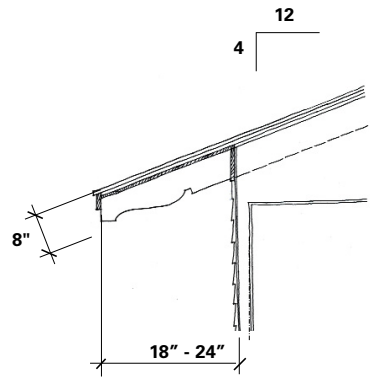
Partial Elevation and Section



Eaves



Boxed Eave



Square Chamfered

Wall Section & Eave Details

Roof

The roof pitch on Craftsman houses varies from 4 to 8 in 12. For Gable L forms, the pitch on the street facing gables range from 4 to 6 in 12. Gable and shed dormer help to introduce light into half-story and attic spaces.

Eaves

Deep eaves are a dominant characteristic of Craftsman houses. There are two types of eaves in the style:

- A Boxed eave with a 24-inch deep slope.
- B Exposed 2 x 8-inch rafter tails set 16 to 24 inches on center and cut perpendicular to the ground.

Eave profiles have an 8- to 12-inch frieze board above the window head trim. This frieze board may either touch the window head trim directly or rest 8 inches above.

Wall

One-story houses have a minimum floor-to-ceiling height of 9 feet. Two-story houses have a minimum floor-to-ceiling height of 9 feet on the first floor, and 8 feet on the second floor. Standard window head heights are 7 feet on the first floor, and 7 feet on the second floor. On clapboard houses, corner boards should be no less than nominal 5/4 by 6 inches. On two-story houses, material, color, or trim changes near the second floor sill or first floor window head lines help give Craftsman houses their distinctive low, horizontal character.

Base

The first floor of the Craftsman house is set 24 inches above finished grade. Skirtboards are uncommon. Clapboard or shake cladding materials should not come within 8 inches of finished grade; only durable materials like brick, stone, and stucco may come into direct contact with the soil. Foundation vents are centered under windows when used.

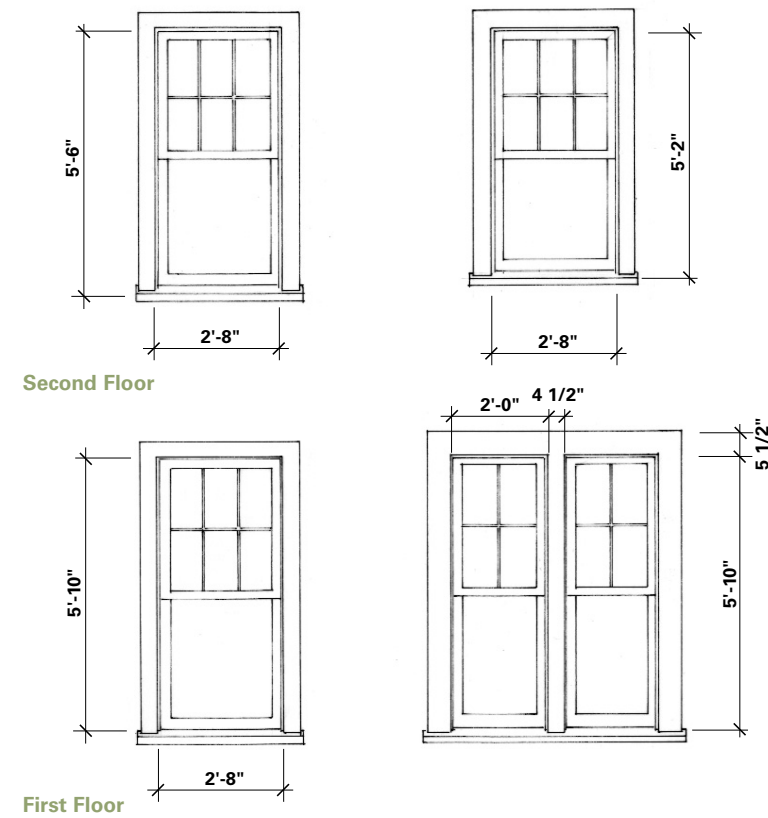


Typical Craftsman eaves

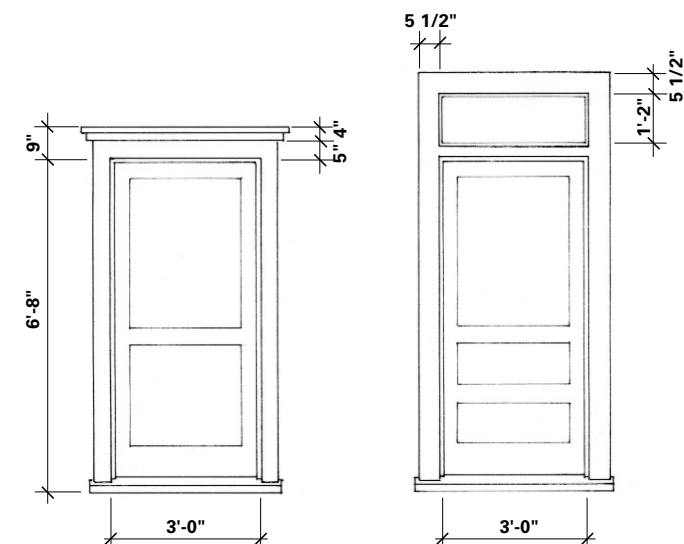


Ole Asheboro Craftsman

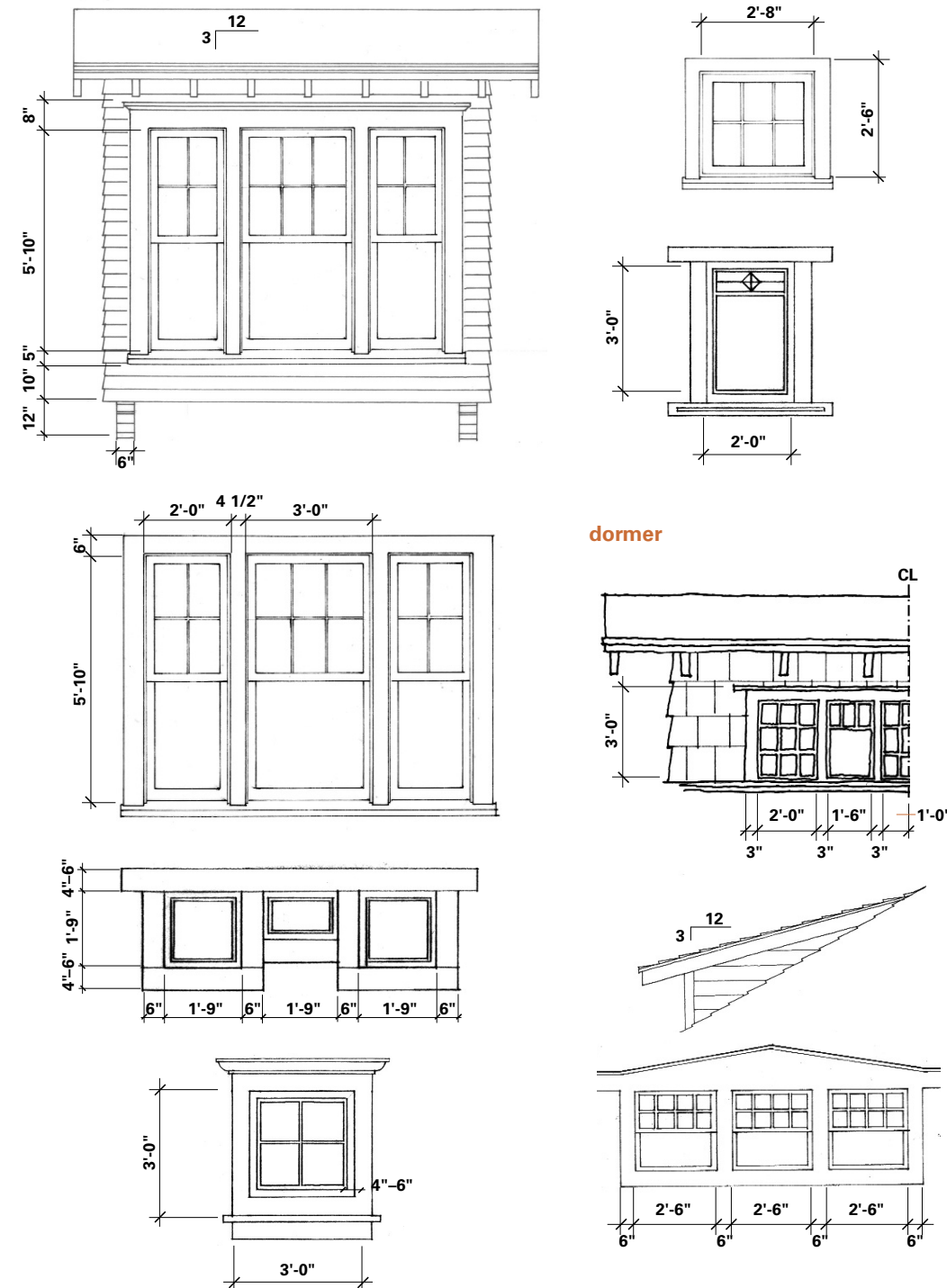
Windows



Doors



Special Windows



Windows & Doors

Standards Windows

Windows on the first floor are usually either ganged together in 3-, 4-, or 5-window combinations or are entirely composed of large picture windows. Windows on the second floor may be single, paired, or triples. Special accent windows are incorporated into the composition. Window pane patterns include 6 over 1, 3 over 1, 1 over 1, and 8 over 1. Dormer windows are ganged together in wide gable or shed dormer.

Special Windows

Special windows include angled bay windows, picture windows, double-hung windows, and small, square, and rectangular accent windows. Picture windows are typically paired with sidelights and transoms, and have a special pane pattern, or stained glass upper sash.

Doors

Craftsman doors are often stained wood with either a plank or panel design. Doors may have decorative, leaded glass sidelights and transoms in Arts & Crafts patterns.

Trim

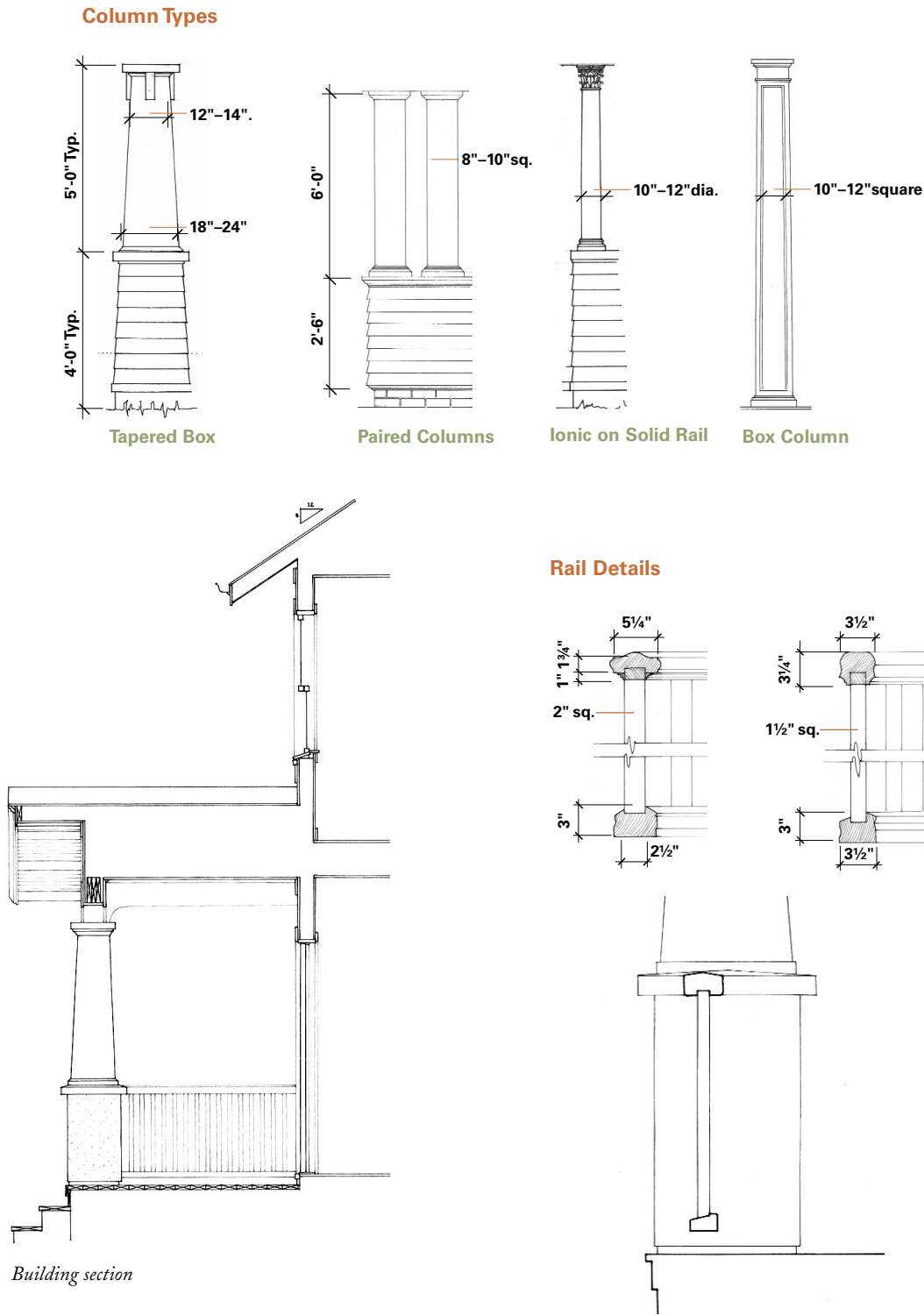
Two styles of trim provide variety across Craftsman houses: a formal 6-inch wide trim with simple cap mold, or a tapered 6-inch wide board.



Ole Asheboro Craftsman



Partial elevation



Porches

Porches

Porches may have gable-end, shed or combinations of the two roof forms. Typically, porches have deep eaves with the same rafter or cornice treatment as the body. Gable-end porches are designed to express the structural elements.

Columns & Railings

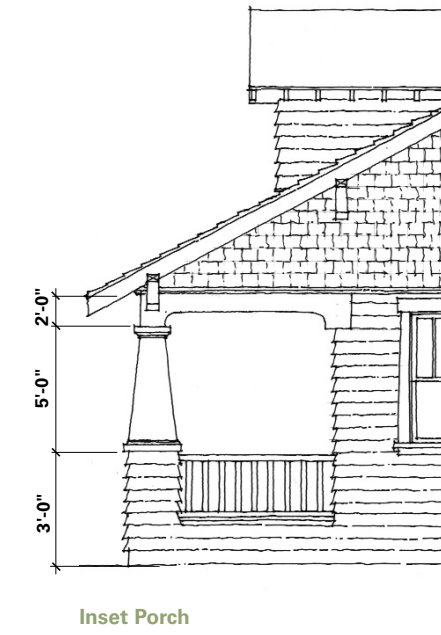
Column types include square posts (often in pairs or multiple groupings), tapered box columns, and round Tuscan columns. Victorian-era bungalows have Ionic or Corinthian columns typically set on top of square piers or solid porch railings/surrounds. Porches using the Ionic or Corinthian orders are typically

matched with more formal, boxed eaves that often have decorative brackets spaced 2 to 3 feet on center.

Porch Location & Massing

In this style, porches and porch locations vary considerably and are used to create a number of spatial effects. Porches are broad and low when present, and can wrap the house or fill in the void created by an L-shaped house plan. As in other styles, full front porches are encouraged.

Minimum porch depth is 8 feet. For wood deck porches, the gaps between brick piers are infilled with lattice panels. Solid porches should be faced in brick.

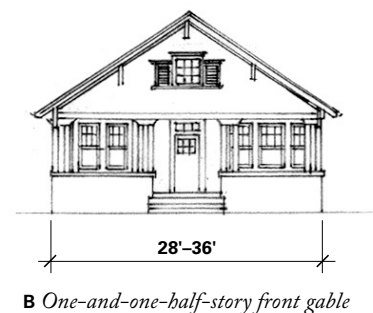
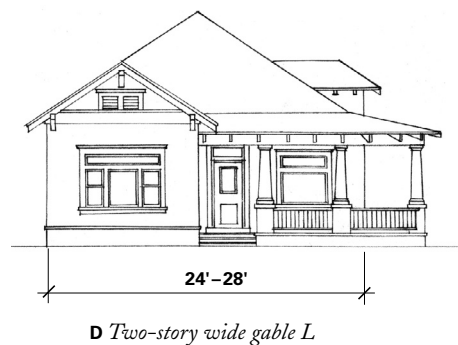
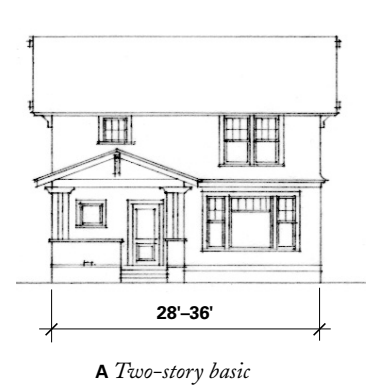
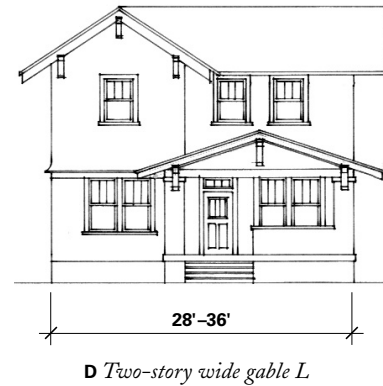
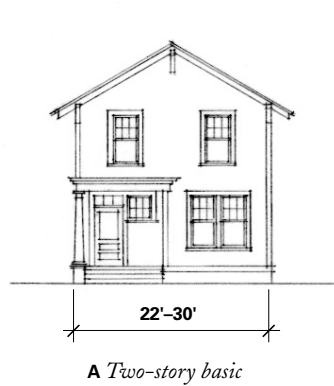
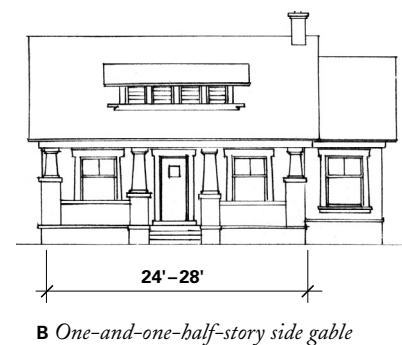
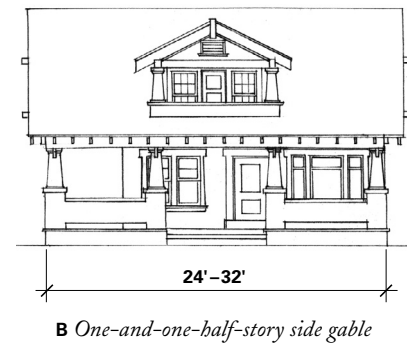
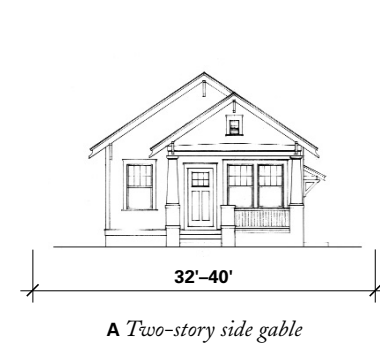


Inset Porch



Ole Asheboro Craftsman

Possibilities



Materials & Possibilities

Materials

Siding: Shingles, wood, or fiber cement board; a base for porches and supports for half columns. Quality vinyl products will be considered.

Roofing: Cedar shakes or asphalt/fiber-glass shingles.

Windows: Double-hung, energy-efficient wood; PVC; aluminum-clad or aluminum, with external divided lights (1/4-inch muntins) or solid vinyl

Trim: Wood, fiber, cement board, composition board, or polymer millwork for built-up sections; historic polymer reproductions are also permitted.

Columns: Wood, fiberglass, or composition board box columns; historic polymer or fiberglass reproductions of round columns are also permitted.

Railings: Wood top rails with square balusters on solid railings of wood, cut

shingle, siding, or brick.

Soffits and Porch Ceiling: Boxed soffits are smooth. Exposed eaves should have a beaded board appearance.

Gutters: Ogee, half-round primed, or pre-finished metal; PVC is also acceptable in a color that matches the trim.

Downspouts: Rectangular, round, primed, or pre-finished metal; PVC is also permitted in a color that matches the trim.

Shutters: Historic wood, polymer, or fiberglass reproductions mounted as if operable.

Foundations: Parged concrete or brick veneer.

Chimneys: Brick.

Front Yard Fences: Wood, pre-finished metal, stone, or masonry.

Rear Yard Fences: Vinyl, painted wood, pre-finished metal, or masonry.

Ole Asheboro Craftsman

Elements of Mixed-Use Buildings

MIXED USE BUILDINGS along Martin Luther King, Jr. Drive represent a transition between the predominantly single-family neighborhood to the south and the higher density downtown fabric to the north. The mixed-use buildings will be flexible with ground floor retail or service retail uses and upper floors containing either office or residential spaces. Mixed-use buildings will create a strong street wall as they will be set back minimally from the street. They will have a more solid, stable, and vertical expression than single-family homes.

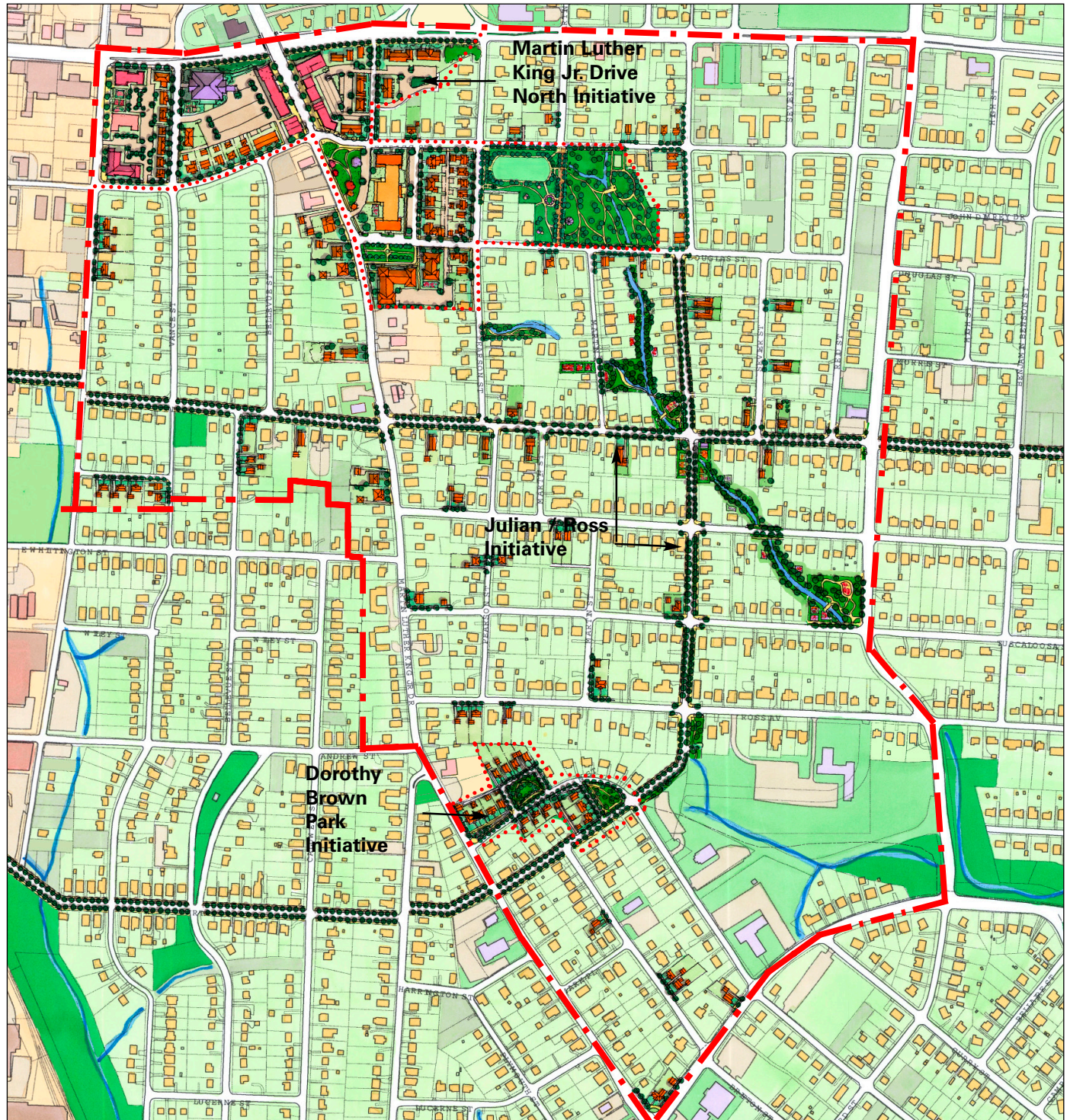
- No signs shall be placed so as to be visible from the outside of the dwelling on a unit except:
- one temporary sign per Unit advertising the Unit for sale, provided the sign has a maximum face area of five square feet and complies with the prototype design and color scheme for temporary signs established hereunder;
 - one small security service sign per Unit, provided the sign has a maximum face area of two square feet and is located adjacent to the mailbox or driveway, partially screened by plantings;
 - such permits as may be required by legal proceedings; and
 - such permits as may be required by a governmental entity.



Essential Elements of Mixed-Use Buildings

- 1 Shallow-pitched roofs with deep overhangs or flat roofs with cornices
- 2 Vertical expressions in facade composition
- 3 Full-height ground floor windows
- 4 Clear delineation between first floor and upper floor uses

Mixed-Use Buildings



Map 1: Preliminary Site Plan

Plan Implementation

Plan Implementation

Authority

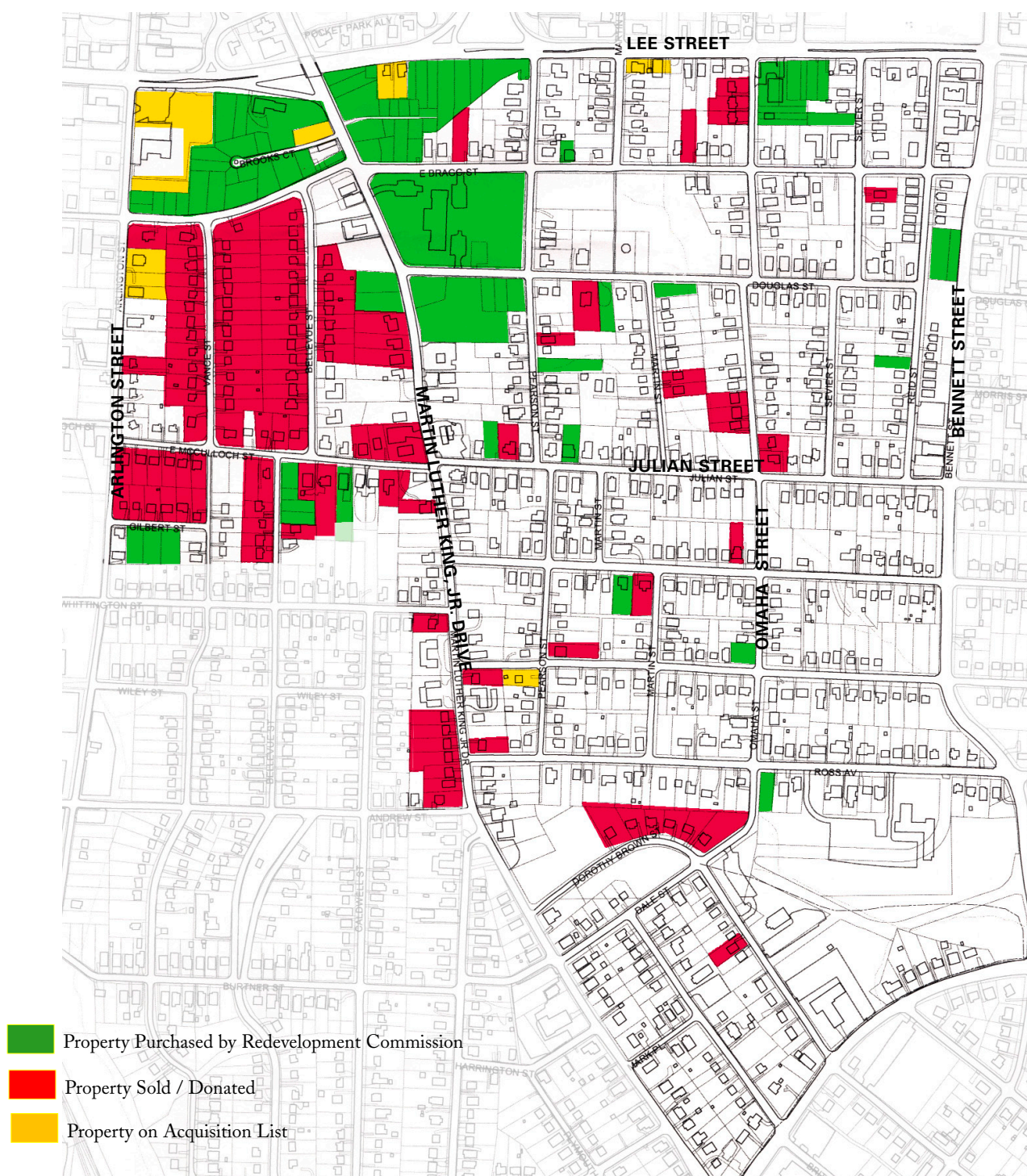
The Redevelopment Plan for the Ole Asheboro Redevelopment Area has been prepared by the Redevelopment Commission of Greensboro, in consultation with the Ole Asheboro Planning Advisory Committee, pursuant to the North Carolina Urban Redevelopment Law (General Statutes of North Carolina, Ch. 160A, Art. 22 et. Seq. as amended). These activities are to be carried out by the Redevelopment Commission of Greensboro by cooperative agreement with the City of Greensboro.

These changes represent a revision of the original Ole Asheboro Redevelopment Plan as amended. This Plan implements the area of Ole Asheboro as certified blighted by the City of Greensboro Planning Board in accordance with General Statutes of North Carolina, Ch. 160A, Art.22 et Seq. as amended This amendment does not affect areas outside of the previously certified area.

Ole Asheboro Boundary Description

Beginning at a point where the centerline of East Lee Street intersects the centerline of Bennett Street; thence south along

the centerline of Bennett Street to the centerline of East Florida Street; thence southwestwardly along the centerline of East Florida Street to the centerline of Martin Luther King, Jr. Drive thence north with the centerline of Martin Luther King, Jr. Drive to the centerline of Andrew Street; thence west with the centerline of Andrew Street to a point in line with the western line of a lot with tax number 31-8-20; thence north with the west property line of a lot with tax map number 31-8-20 and the rear property lines of the property facing the west side of Martin Luther King, Jr. Drive to a point in the north right-of-way line of East Whittington Street; thence west along the north right-of-way line of East Whittington Street to an alley along the west side of a property with tax number 31-1-13; thence north along the east right-of-way line of said alley to the rear lot line extended of a property with tax map number 31-1-7; thence west along the rear property lines of the lots facing the north of East Whittington Street to the centerline of Arlington Street; thence north with the centerline of Arlington Street to the centerline of East Lee Street; thence east with the centerline of East Lee Street to the point of Beginning.



Plan Implementation

Plan Objectives

The Redevelopment Plan for this area, when carried out as hereinafter delineated, will accomplish the following objectives:

- Eliminate blighting factors
- Revise land uses
- Upgrade certain public improvements.

Types of Proposed Action

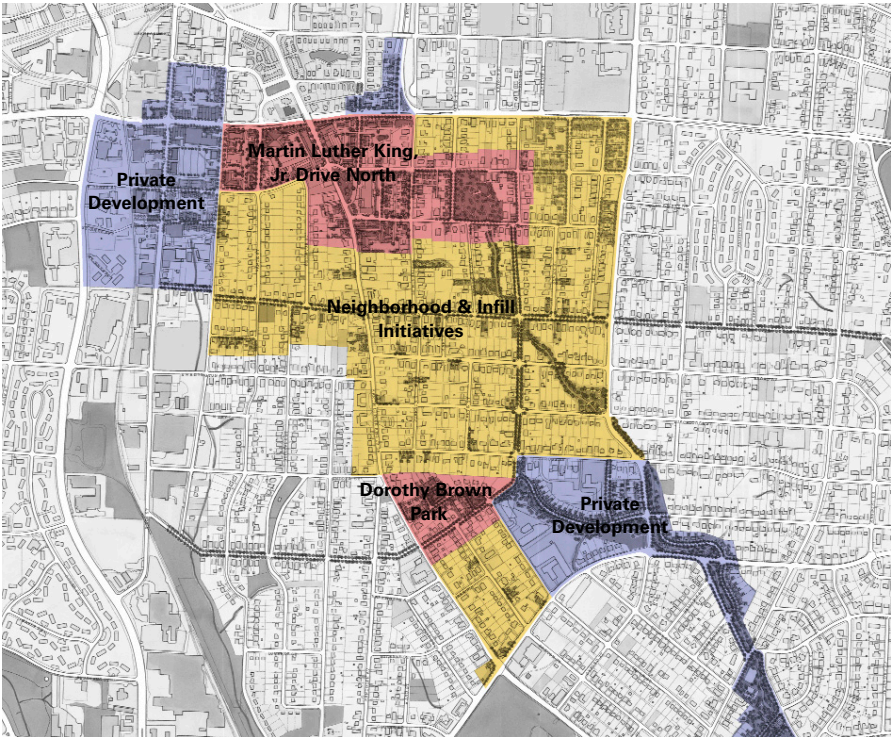
Proposed actions in this plan include acquisitions, upgrades, and improvements by the Redevelopment Commission of Greensboro and new construction by private developers. The Redevelopment Commission of Greensboro has identified for possible

purchase properties so designated on “Map 2: Property Acquisition & Relocation.” It will be the responsibility of the Redevelopment Commission of Greensboro to relocate all families, individuals, and businesses occupying the structures acquired. Removal of all structures scheduled for demolition will be the responsibility of the Redevelopment Commission of Greensboro. The Redevelopment Commission will dispose of all acquired land for redevelopment subject to the restrictions and controls contained herein. These improvements are necessary to address perceptions of disinvestment in Ole Asheboro as evidenced by vacant land and a lack of quality services and development.

Estimated Expenditures for Ole Asheboro Redevelopment Improvements											
Implementation Phase	Initiative	Acquisition	Relocation	Demolition	Environmental Clean-Up	Clearance	Streets and Street Improvements*	New Street Lighting and Installation	Totals	Expected Revenue from Land Sales**	Expected City/CDBG Funding***
First Phase (Years One - Four)	Martin Luther King, Jr. Drive North										1,000,000
	A-1 Old Firehouse Block	400,000	0	0	10,000	0	162,000	20,000	592,000	224,000	
	A-2 Pearson Street Block	50,000	25,000	5,500	0	4,000	121,500	25,000	231,000	219,000	
	A-3 Nettie Coad Apartments Block	0	0	0	0	0	101,250	25,000	126,250	41,000	
	A-4 Douglas Street Block	0	0	0	30,000	0	94,500	20,000	144,500	134,000	
Second Phase (Years Two - Three)	Dorothy Brown Park Initiative										250,000
	B-1 Park Reconfiguration	0	0	0	0	0	148,500	35,000	183,500	125,000	
	B-2 Cottages on the Park	0	0	0	0	10,000	0	20,000	30,000	0	
Third Phase (Years Two - Four)	Julian-Ross Initiative										900,000
	Street improvements (Julian and Omaha Streets)	0	0	0	0	0	500,000	400,000	900,000	0	
Continuous (Years One - Four)	Scattered Lot Development	0	0	20,000	25,000	0	50,000	0	95,000	120,000	100,000
	Subtotal	450,000	25,000	25,500	65,000	14,000	1,177,750	545,000	2,302,250	863,000	
	Contingency @ 20%	90,000	5,000	5,100	13,000	2,800	235,550	109,000	460,450	0	
	Total	540,000	30,000	30,600	78,000	16,800	1,413,300	654,000	2,762,700	863,000	2,250,000
	* Includes new road additions, improvements, sidewalks, water, and sewer										
	** These figures are for estimation purposes only and do not reflect the actual sale price for the properties.										
	*** Improvements to be funded with Community Development Block Grant funds and/or City funds over the next four years.										

Table 1: Estimated Expenditures for Ole Asheboro Redevelopment Improvements

Initiatives	MLK	Douglas Park	Dorothy Brown Park	Julian / Ross	Total
New Streets	1600 lf	n/a	600 lf		2600 lf
Improved Streets	2100 lf	n/a	1450 lf	4500 lf	8800 lf
New Sidewalks	300 lf	300 lf	1800 lf	23,500 lf	25,900 lf
New Parks	0.3 acre	n/a	n/a	0.7 acre	1 acre
Improved Parks	0.6 acre	0.5 acre	0.8 acre	1.3 acres	2.7 acres
Greenway	n/a	n/a	n/a	3.8 acres	3.8 acres



Plan Implementation

Statement of Project Financing

Property acquisitions, relocations, and other pre-development activities are estimated in “Table 1: Estimated Expenditures for Ole Asheboro Redevelopment Improvements” and will be funded by Community Development Block Grant funds. Certain upgrades or improvements to existing infrastructure may be financed in whole or in part by other public funds. The balance of financing for the redevelopment plan is to come from the private sector, either through the investments of developers, prospective homeowners, non-profits and/or private financial institutions.

Implementation Actions

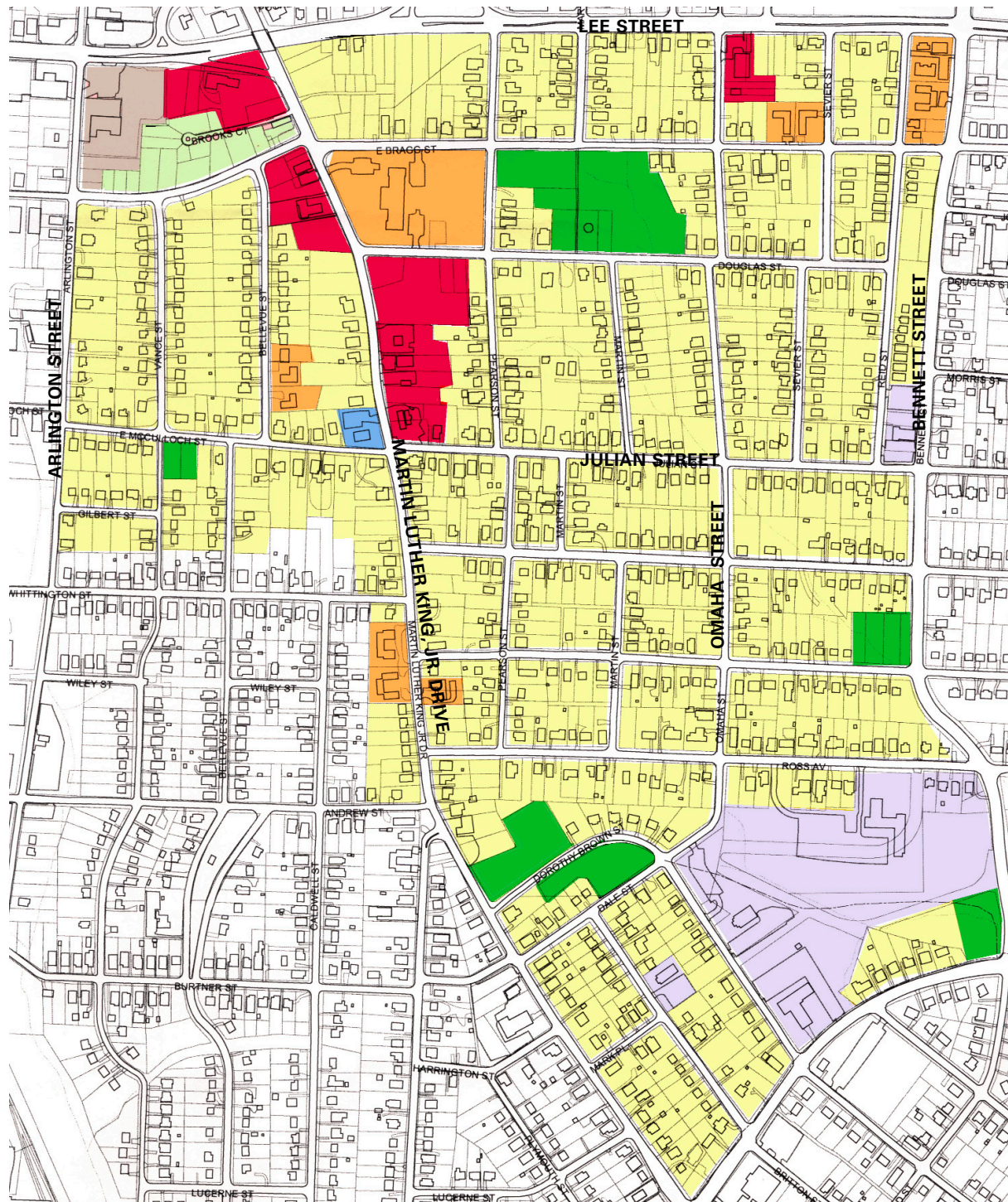
The following steps will be required to complete the objectives of this Redevelopment Plan. These steps are written sequentially, but may overlap when implementation commences.

1 Plan Approval

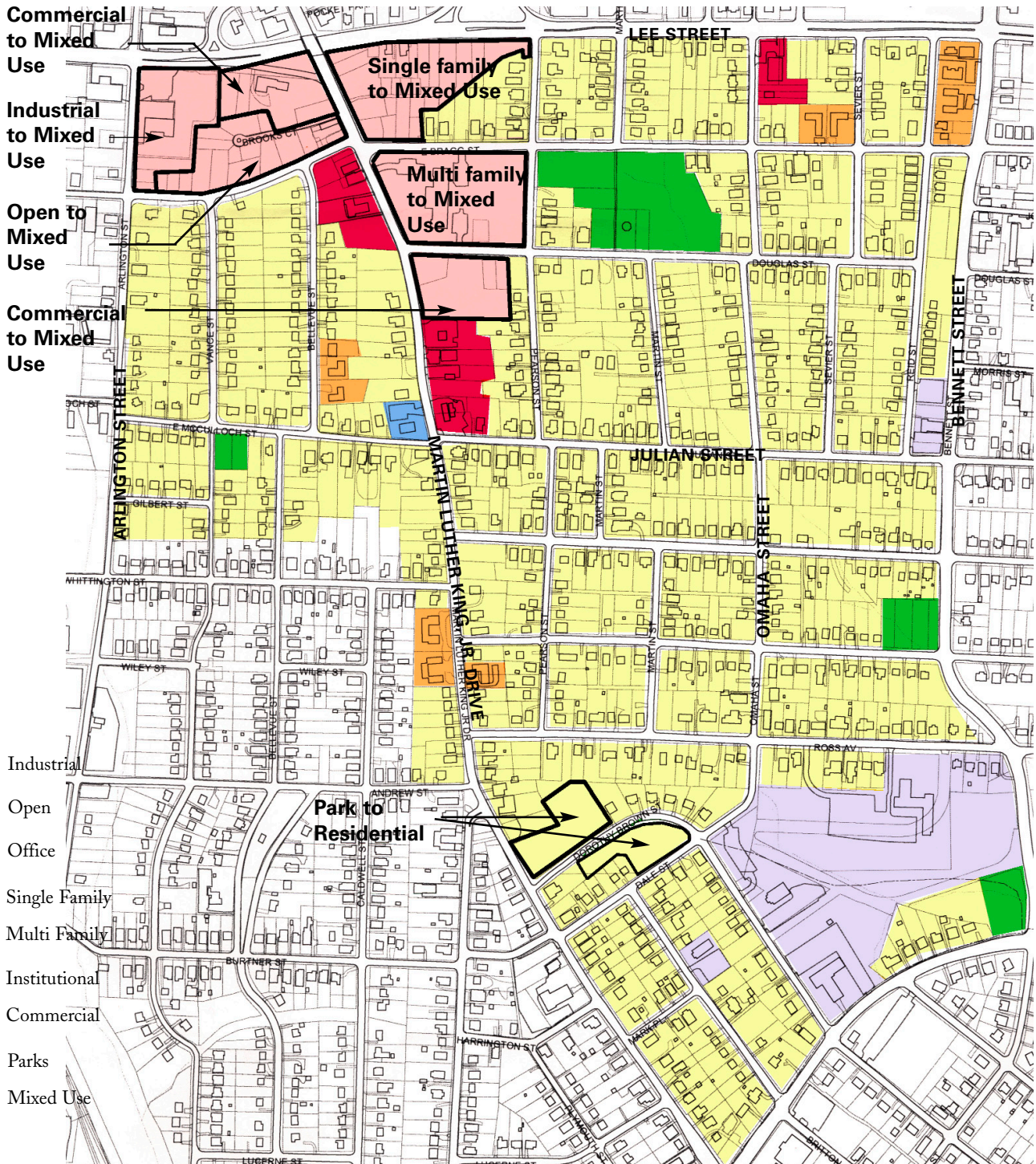
Authority to implement this plan is derived from public hearings and adoption of the plan by the Redevelopment Commission of Greensboro, the Planning Board and the Greensboro City Council.

2 Revisions to Zoning and Land Uses

To allow for the mix of uses and structure types proposed in the Redevelopment Plan, current zoning and land use patterns must be revised (see Map 3: Existing Land Use and Map 4: Proposed Land Use and Land Use Changes). Major zoning amendments to this Redevelopment Plan will be initiated by the Redevelopment Commission for review and recommen-

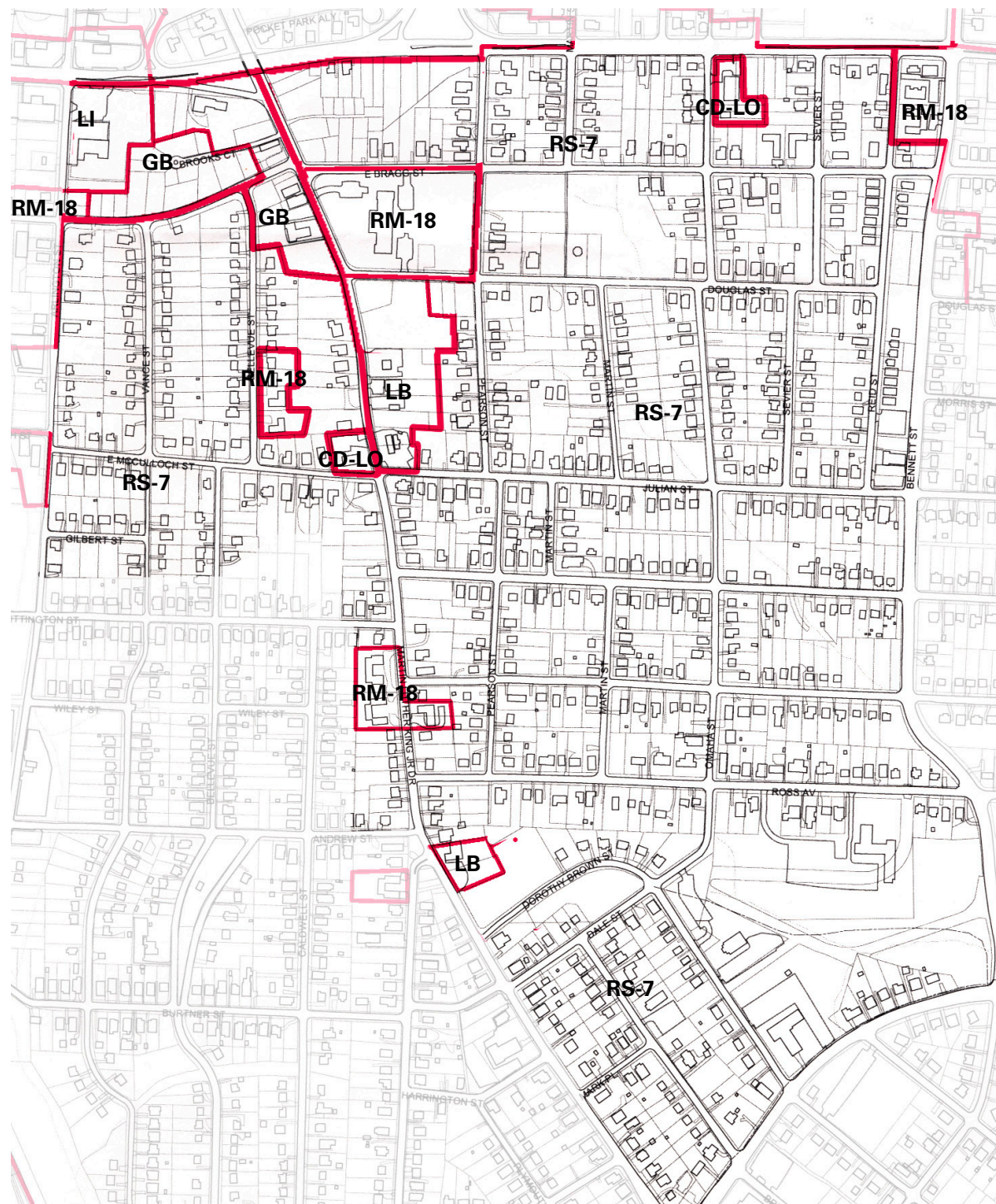


Map 3: Existing Land Use

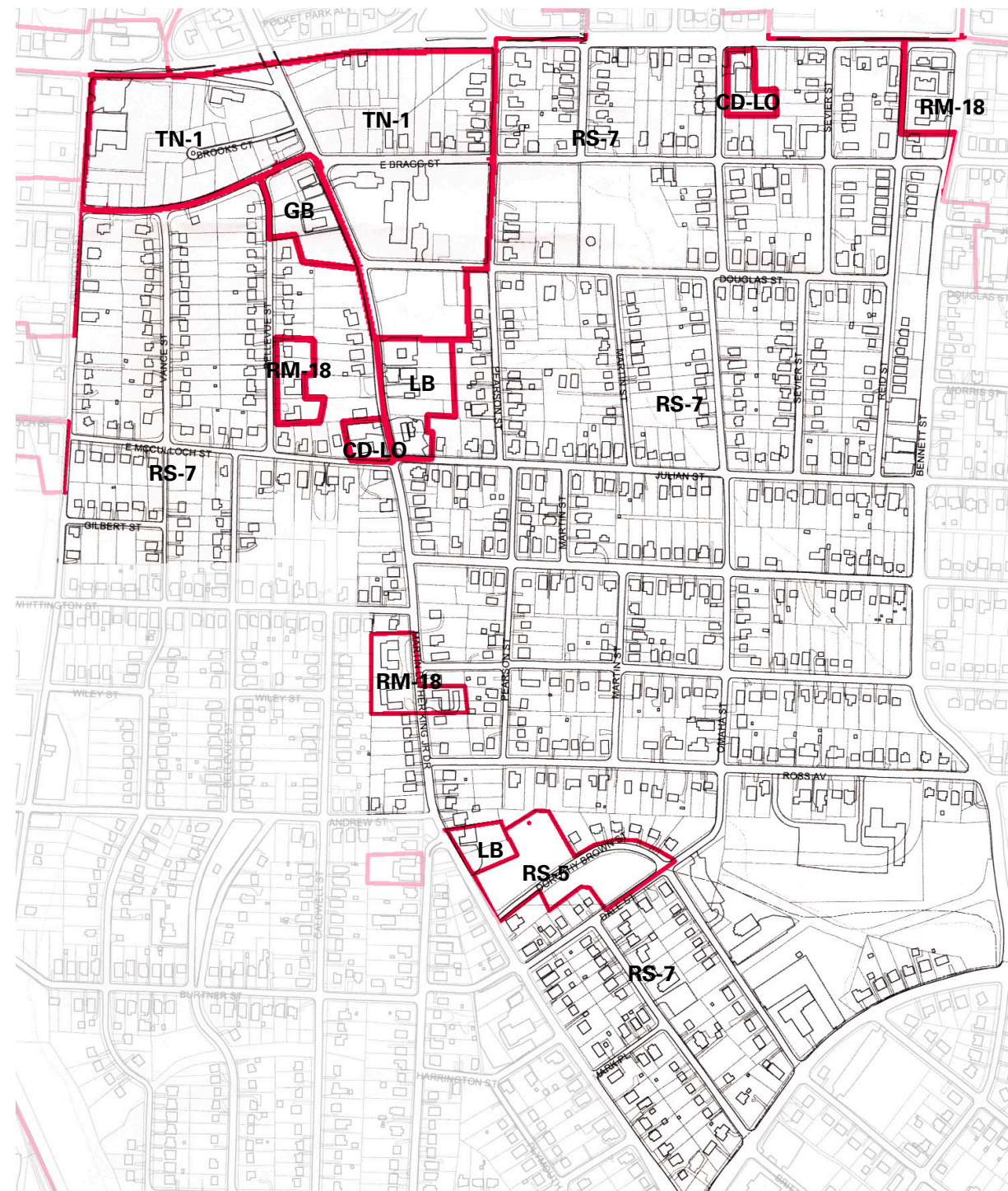


Map 4: Proposed Land Use and Land Use Changes

Plan Implementation

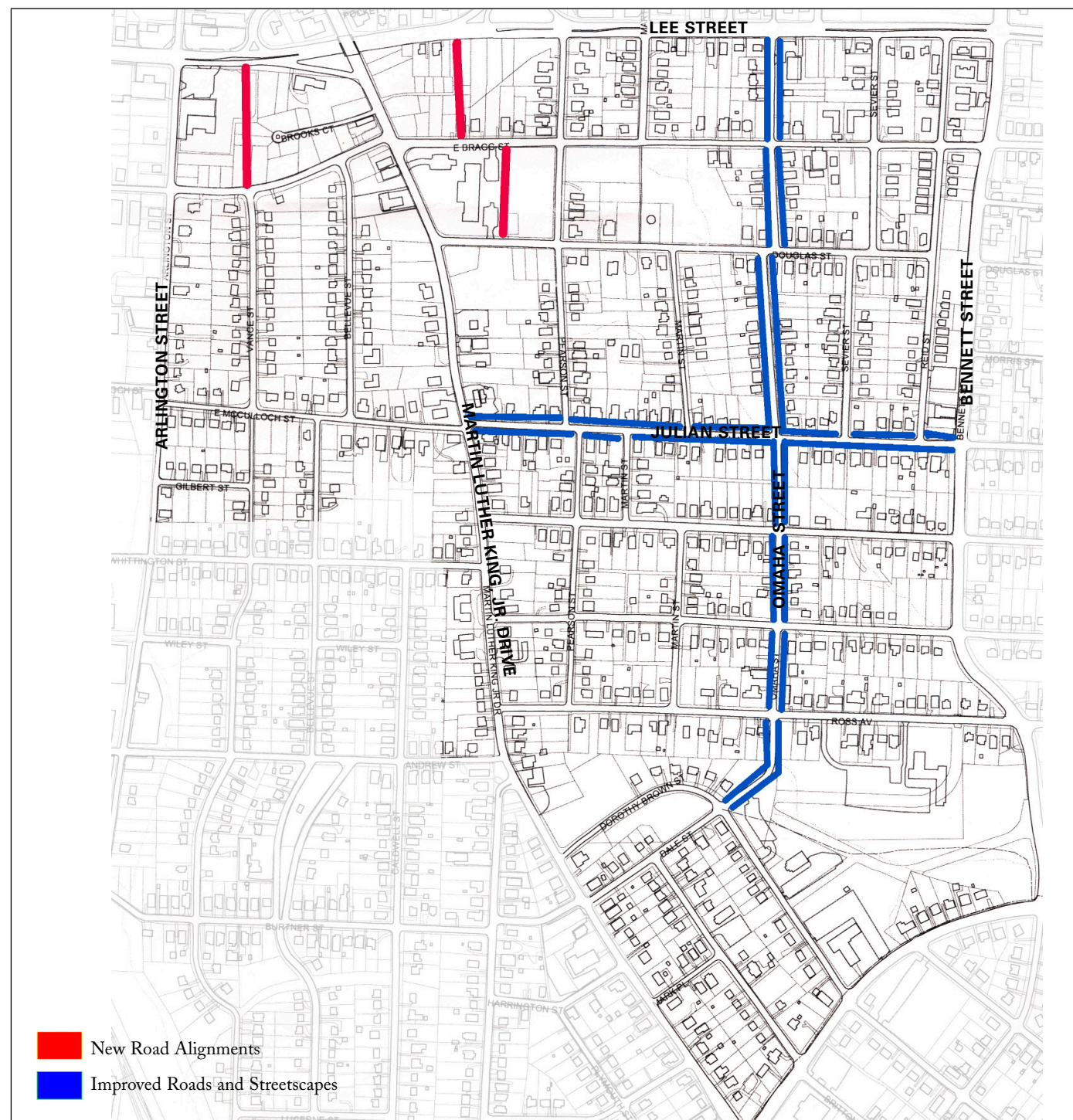


Map 5: Existing Zoning



Map 6: Proposed Zoning

Plan Implementation



Map 7 Proposed Alignments and Street Improvements

Plan Implementation

dation to the Planning Board, Zoning Commission, and City Council. Proposed zoning is shown in “Map 6: Proposed Zoning.” The following proposed zoning changes are to be implemented as a part of this Redevelopment Plan:

- a Rezone identified parcels along MLK and Lee Street North to Traditional Neighborhood 1 District (TN1). The Traditional Neighborhood 1 District will accommodate residential, commercial, office, and neighborhood business uses developed in accordance with a Traditional Neighborhood Development Plan for development parcels. Zoning changes require submittals of the proposed Traditional Neighborhood Development Plan to the City of Greensboro Technical Review Committee (TRC). Upon approval by the TRC, the Traditional Neighborhood Development Plan will be submitted to the Planning Board and a public hearing will be held to amend the zoning map.
- b Rezone identified parcels along Dorothy Brown Street from Residential Single Family (RS-7) to Residential Single Family (RS-5). The plan recommends adding housing along Dorothy Brown Street and reconfiguring the existing park into two parks. Zoning to RS-5 will allow for smaller lots to fit into the park space.
- c Proposed Land Use Change for Dorothy Brown Park. The reuse of park land for housing development

and the reconfiguring of existing park land requires review by the Parks and Recreation Department and recommendation by the Parks and Recreation Department to City Council.

3 Property Acquisition and Assembly

Minimal additional property acquisition is proposed in this plan. The Redevelopment Commission of Greensboro will carry out acquisition. Once property is purchased, sites will be replatted and sold according to developer agreements between the Redevelopment Commission and each site redeveloper. The Redevelopment Commission will be responsible for property management services, including site and building maintenance and repairs on acquired properties until disposition. No covenant, agreement, lease, conveyance, or other instruments shall be effected or executed by the Redevelopment Commission or the purchasers or lessees from it (or any successors in interest of such purchasers and lessees), which restrict land in the area on the basis of gender, creed, race, religion, or color in the sale, lease, or occupancy thereof.

4 Street Layout and Horizontal Improvements

The City of Greensboro will upgrade certain public improvements within the right-of-way up to the sites intended for disposition (see Map 7: Proposed Alignments and Street Improvements). In addition, the City will upgrade or repair, as necessary, those improvements on sites sold for development where

public improvements are inadequate to support the proposed development. Proposed street layout changes and horizontal improvements:

- a Creation of a street connecting Vance Street to Lee street.
- b Creation of a street connecting Pearson to Lee Street.
- c Creation of a street at the rear of Nettie Coad Apartments.
- d Street improvements on Julian Street from Martin Luther King, Jr. Drive to Bennett Street and on Omaha Street from Lee Street to MLK Jr. Blvd.

5 Solicitation for Development Proposals

The process for solicitation of development proposals is intended to strike a proper balance between the need for design control and the need for design flexibility to encourage creative redevelopment. For purposes of this plan, redevelopment shall be defined as any rehabilitation or new construction activity. All development proposals must adhere to the Design Principles as stated in the Redevelopment Plan for the appropriate initiative area. Developers will be invited to bid on initiative areas and/or scattered lots upon receipt of a Request for Proposals. All Requests for Proposals will require, at a minimum, the following information and materials to be considered eligible for bidding:

a Minimum bid

All property owned by the Redevelopment Commission will be sold at fair market value as estimated

by a certified appraiser. The appraised value will be advertised as the "minimum bid." Proposals that do not meet the minimum bid amount will be disqualified from bidding. Proposals that include high bids but do not provide complete information as specified in the Request for Proposals will be disqualified.

b Development team members

The name and contact information of each principal, partner, or co-venturer participating in the entity the Bidder proposes to develop the site, and of each of the other professional firms identified with the applicant's proposal. The Bidder must identify any relationship between members responding to this offering and any person working for, appointed to a position in, or elected to an office of the government, or any other entity from which there may be even an appearance of conflict of interest.

c Applicant's project qualifications and experience

A statement of the Bidder's qualifications in development work and financial capacity to undertake the project

as evidenced by: financial statement from bank and a letter of support for credit to complete the project.

d Project financial pro forma

The required format for the pro forma will be specified in the Request for Proposals. Bidders who do not provide a complete project pro forma will be disqualified from bidding.

e Project financing information

A statement detailing how the project will be financed (including contingencies) will be required in a format specified in the Request for Proposals.

f Project concept and architectural design features

At minimum, requirements will include a site plan that includes the entire site as context. Basement, ground floor, typical floor, and roof plan, illustrative elevations, renderings and massing diagrams from major streets will be required as well as a description of proposed exterior and interior materials. Finally, a summary of total gross and net square footage for each level of the develop-

ment and by use will be required as part of the bid package.

g Project designer's and contractor's experience and qualifications

The designer and the contractor's experience and qualifications will be weighed against the scale and complexity of the proposed development.

h Project schedule and phasing

A description of the development phase priorities in order and a schedule from commencement and completion for each phase will form a requirement in the RFP. Timeliness of construction will be the essence of all deeds, contracts, and agreements for development.

i Statement of conformity with the Redevelopment Plan

A statement citing how the development addresses the specific design principles proposed in the Redevelopment Plan will be required.

j References for previous development projects

All Bidders must provide references

to verify their experience and capability in developing a quality project in a timely manner.

k Requirements for City assistance

Expectations for any City of Greensboro assistance in development, whether administrative and/or financial, on-site or off-site must be specified in the bid proposal.

Additional requirements may be added. All development proposals will be reviewed by a Selection Committee according to specific evaluation criteria. Each proposal and accompanying documentation will be provided to the Selection Committee members for review prior to the interviews. If the Committee requires additional information to aid the process, a request will be forwarded to the Developer. Proposals will not be shared among competitive interests. Furthermore, Developers will not be provided an opportunity to view their competitor's presentation during the Committee's review. This policy will ensure fairness and maintain equity among the competitors in the selection process. At the conclusion of the review

process (including reference checks), the Committee will recommend a preferred Developer(s) based upon the evaluation criteria, and negotiations will begin for consideration by the Redevelopment Commission.

Plan Policies

Relocation

All necessary relocations associated with properties purchased by the Redevelopment Commission of Greensboro in accordance with this plan will be carried out in accordance with the Uniform Relocation and Real Property Acquisition Act of 1970 (URA) and Section 104 (d) of the Housing and Community Development Act of 1974, as amended. Relocation services will be provided by the City of Greensboro Department of Housing and Community Development staff or by contract with outside firms or organizations.

Roles and Responsibilities

The Redevelopment Commission of Greensboro

The Redevelopment Commission is responsible for the preparation and adoption of the Redevelopment Plan. The Redevelopment Commission of Greensboro may modify the Redevelopment Plan at any time, provided that if it is modified after the lease and sale of property affected by the change, the modification must be consented to in writing by the owner of such property. In instances where the proposed modification would substantially change the Redevelopment Plan as approved by City Council, the City Council of Greensboro must similarly approve the modification. Where the proposed modification would alter the plan of acquisition, or specific parcels within the designated or modified areas, in any manner not currently permitted under the provisions of this document, the modification must also be approved by the City Council.

Plan Implementation

Redeveloper

Disposition of the land comprising the area will be on the basis of affording maximum opportunity, consistent with the sound needs of the locality as a whole, for the redevelopment of such area by private enterprise. Land will be disposed of by sale to private parties for development in accordance with the provisions of this Plan and their contracts with the City of Greensboro and/or Redevelopment Commission of Greensboro.

The City of Greensboro or the RCG, in disposing of improved or vacant land in the project area will, in contracts or deeds or other instruments to such parties, include such terms and conditions as in the judgment of the City of Greensboro or RCG will be necessary or advisable to ensure redevelopment of such land according to the requirements of this Plan, and to prevent a recurrence of conditions of blight in the area. In all instances, the improvements to be constructed on these properties will be con-

structed in accordance with: applicable zoning ordinance provisions and building, housing and other codes and ordinances; the requirements of this Redevelopment Plan; and such other requirements as may be set forth in the contracts between the RCG and the redevelopers.

Such contracts, deeds, or other instruments, in addition to including such other terms and conditions as the Redevelopment Commission of Greensboro may find desirable in order to implement and effectuate the objectives of this Redevelopment Plan, will obligate the purchasers of land in the area and their successors in interest to:

- a** Devote the parcels owned by them to and only to the uses specified in this Redevelopment Plan;
- b** Diligently prosecute the construction of improvements agreed upon in the disposition contract and to begin and complete such improvements within a reasonable time as determined in the contract (this obligation, however,

will not be made applicable to mortgagees and their successors in interest);

- c** Make no changes in such improvements after completion of their construction that are not in conformity with this Plan;
- d** Assign no contract right, nor to resell or otherwise transfer the land (or interests therein) purchased by them prior to the completion of the improvements thereof, without the approval of the Redevelopment Commission of Greensboro, and except on basis of satisfactory to the Redevelopment Commission of Greensboro, nor to speculate in or with respect to such land.

Plan Implementation